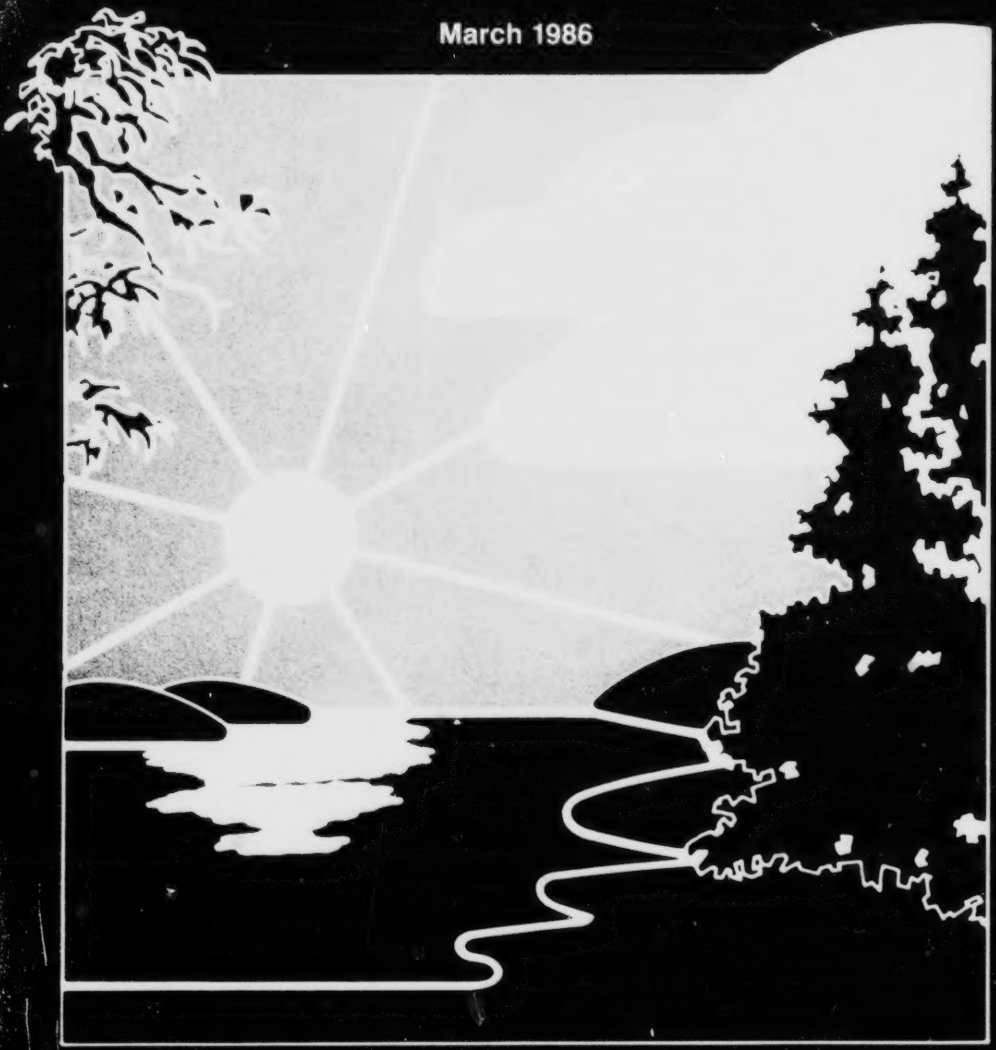
Lakeland Tourism Destination Area Study

March 1986



Travel Alberta
CANADA

TO WHOM IT MAY CONCERN

The enclosed consultant's report provides an Inventory and Assessment of the tourism resources in the Lakeland Tourism Destination Area. The study boundaries for this area coincide with the Lakeland Tourist Zone 6 of Alberta. Potential tourism development opportunities are identified.

It should be noted that the report does not represent Government policy. Rather, it is the first component in the Tourism Destination Area Planning and Development Process. Comments received from both local residents and various government agencies have been incorporated into the report.

If you have any comments relative to this report, please forward them to:

Planning Unit, Development Branch
Department of Tourism
16th Floor, Imperial Oil Building
10025 - Jasper Ave.
Edmonton, Alberta
T5J 3Z3

Additional copies of this report are available by contacting the above address, or by telephoning 427-4340.

Sincerely,

D.A. Hayes
Acting Deputy Minister
Department of Tourism
Government of Alberta

Alberta Tourism, 10025 Jasper Avenue, Edmonton, Alberta, Canada T5J 3Z3 - Telex 037-3651

LAKELAND TOURISM
DESTINATION AREA STUDY

Prepared for:

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In Association With:

PANNELL KERR FORSTER

I.D. SYSTEMS LTD.

GREAT PLAINS RESEARCH CONSULTANTS

MARCH 1986

Executive Summary

LAKELAND TOURISM
DESTINATION AREA STUDY

SUMMARY

STUDY PURPOSE AND OBJECTIVES

The Lakeland Tourism Destination Area Study was commissioned by Travel Alberta as part of the ongoing Tourism Destination Area Planning Program. The objectives of the study are:

1. To inventory and evaluate the current level of tourist[1] facilities, services, events, attractions and activities in the Lakeland Tourist Zone (Map 1).
2. To identify opportunities and constraints relating to the orderly and systematic development of the tourism industry in the Lakeland Tourist Zone. Particular attention will be given to opportunities for private sector involvement in tourism development.

STUDY PROCESS

The study was initiated in August 1985. Field research, ten public open houses and three industry workshops took place from August to December 1985. The major components of the study process were:

- A comprehensive literature review was done to prepare inventories of tourism, biophysical, heritage and human resources. Existing information was also used to prepare a profile of the economy and visitor characteristics and identify tourism markets.
- An extensive field research program was undertaken to supplement inventory information and to see and experience the attractions, facilities and services.
- Reports and workshop summaries on tourism and economic opportunities prepared for the Northern Alberta Development Council were reviewed for base information and initial ideas for tourism development.

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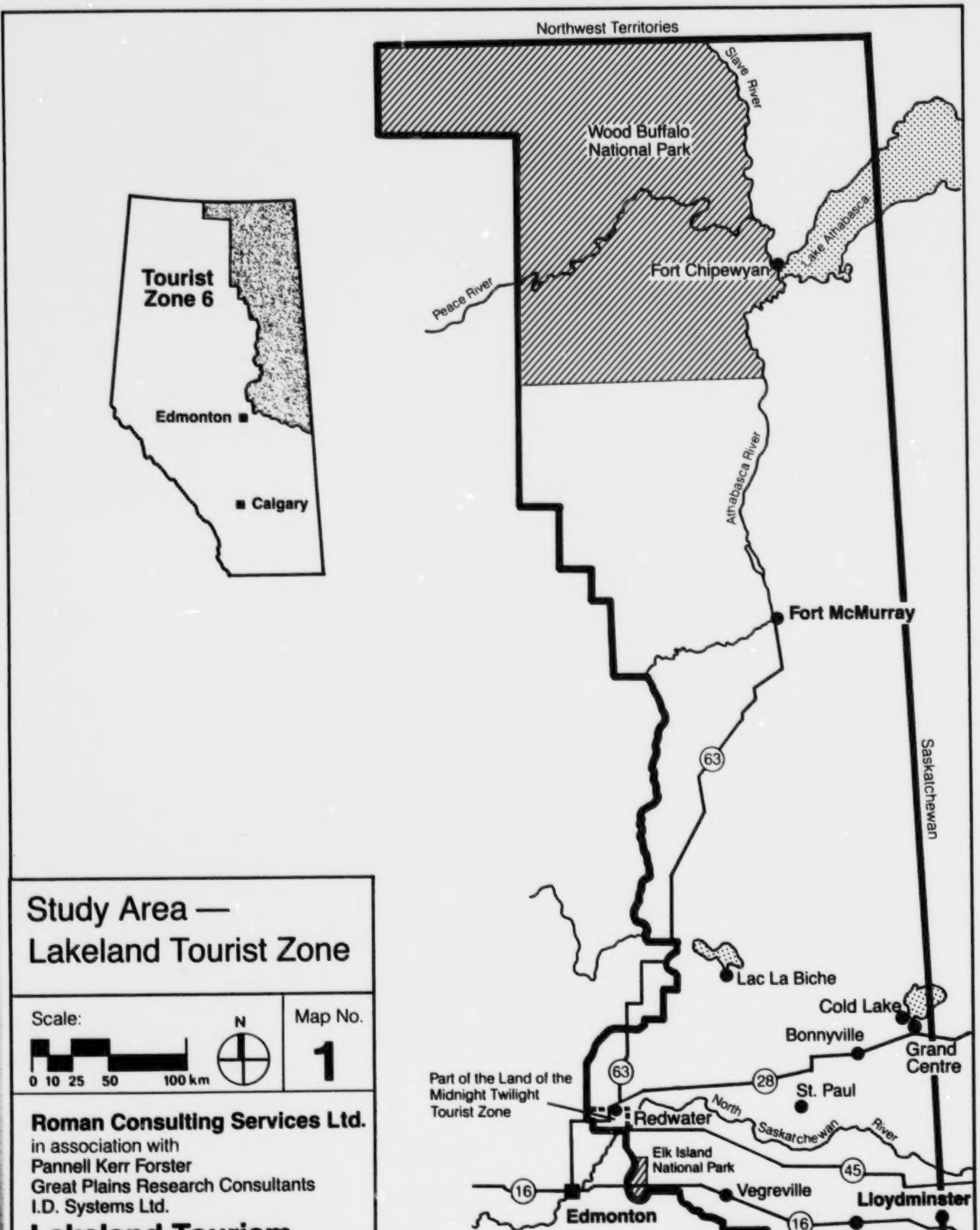
[1] A tourist or visitor is any person travelling in excess of 80 km (50 miles) from home on a return trip. Trip purposes include vacation, visiting friends and relatives, business, personal reasons, and shopping. Daily trips to school and work are not included.


Northwest Territories
Slave River
Wood Buffalo National Park
Lake Athabasca
Fort Chipewyan
Peace River
Athabasca River
Fort McMurray
Saskatchewan
63
Lac La Biche
Cold Lake
Bonnyville
Grand Centre
28
St. Paul
Part of the Land of the Midnight Twilight Tourist Zone
Redwater
North Saskatchewan River
Elk Island National Park
45
16
Vegreville
Lloydminster
Edmonton
Vermilion
Tourist Zone 6
Edmonton
Calgary
Scale:
0 10 25 50 100 km
N

Study Area — Lakeland Tourist Zone

Map No.
1

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I.D. Systems Ltd.

Lakeland Tourism Destination Area Study

- In order to deal with the unique characteristics of areas within the Zone and the different markets associated with them, the Zone was divided into five sub-zones (Map 2). The boundaries were based on a combination of geography, travel patterns, accessibility and markets.

- Personal contact was made with hundreds of people directly involved or interested in the tourism industry throughout the Zone to discuss tourism development, identify issues and concerns, and listen to suggestions for improving the tourism industry in the Zone. Contacts included representatives from business, government, Indian Bands, Chambers of Commerce, Metis Associations, economic development committees and a variety of community organizations.

- An extensive program of public open houses and workshops was implemented to give residents and industry representatives an opportunity to express their views about the present state of tourism in the Zone, make suggestions for improvement and development, and review tourism development opportunities and directions identified by the consulting team.

- A Steering Committee made up of industry, tourist association and government representatives monitored all stages of the study process. The Committee reviewed the draft reports, travelled in the study area to discuss ideas and issues with community representatives and provided direction to the activities of the consulting team.

BIOPHYSICAL RESOURCES

Covering almost 18 percent of the total area of the Province, this vast area has a great diversity of water resources, climate, wildlife and topography. Significant biophysical resources include:

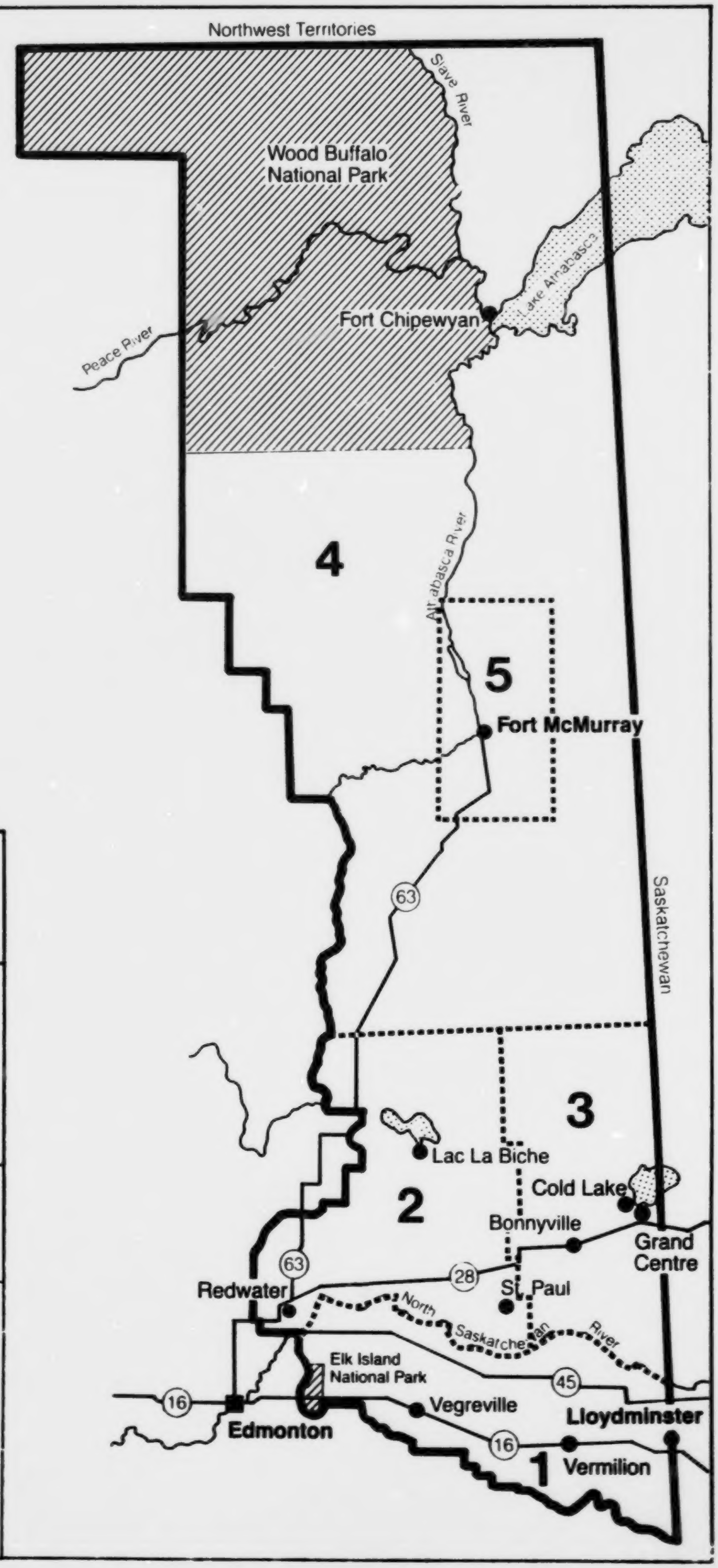
- Dozens of lakes throughout the Zone have excellent fish populations and are used for most water-based recreation activities.

- The North Saskatchewan, Athabasca and Slave Rivers are suitable for river rafting, canoeing, motorboating, river cruises and fishing. The Clearwater River is suitable for river rafting and canoeing.

- There are big game, game birds and waterfowl for hunting and unique animal species such as bison, whooping cranes and white pelicans for viewing and photography.

- The Peace-Athabasca Delta displays a unique and diverse ecosystem with plenty of fish and wildlife.

- The vast wilderness is a playground for outdoor adventure.


Northwest Territories
Slave River
Wood Buffalo National Park
Lake Athabasca
Fort Chipewyan
Peace River
4
Athabasca River
5
Fort McMurray
63
Saskatchewan
3
Lac La Biche
Cold Lake
2
Bonnyville
Grand Centre
63
28
Redwater
St. Paul
North Saskatchewan River
Elk Island National Park
45
16
Edmonton
Vegreville
Lloydminster
16
1
Vermilion

Sub-Zones — Lakeland Tourist Zone

Legend:

1. East-West Corridor
2. Southwest
3. Southeast
4. North
5. Fort McMurray

Scale: 0 10 25 50 100 km

N

Map No.

2

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I.D. Systems Ltd.

Lakeland Tourism Destination Area Study

- Some unique environments in the Zone are protected in two National Parks and eight Provincial Parks for present and future generations to appreciate and enjoy.

TOURISM RESOURCES

The inventory of tourism resources includes a variety of attractions, events, parks, campgrounds, accommodations, food and beverage services, tourist information services and special facilities. Transportation facilities are also included. Highlights of the tourism resources inventory include:

- There are several significant natural and man-made attractions in the Zone such as:
  - Oil Sands Interpretive Centre in Fort McMurray
  - Pysanka (Giant Ukrainian Easter Egg) in Vegreville
  - Ukrainian Cultural Heritage Village near Mundare
  - Victoria Settlement Provincial Historic Site near Smoky Lake
  - Caslan/North Buck Lake Sand Hills
  - Sir Winston Churchill Provincial Park
  - Wood Buffalo National Park
  - Elk Island National Park

- Residents organize a wide variety of cultural, sports, historical, agricultural and holiday events, festivals, trade shows and competitions such as:
  - Blue Feather Fish Derby and Pow-Wow Days in Lac La Biche
  - Annual Rodeo in Kikino
  - Blueberry Festival in Fort McMurray
  - Trade-Ex Show in Bonnyville
  - Agricultural Fair and Chuckwagon Races in Willingdon

  Several unique and one time events have taken place in the Zone such as the celebrations for the 1985 National Parks Centennial, the 1985 Alberta Summer Games in Fort McMurray and the 1982 Alberta Winter Games in Lloydminster.

- Over 2,900 units of hotel and motel accommodations are available in 67 establishments.

- Nearly 200 restaurants and food service outlets provide a wide variety of eating and dining experiences.

- Tours are available at several industrial plants such as the oil sands plants near Fort McMurray.

- River cruise and whitewater rafting tours are available on the Athabasca River from bases in Fort McMurray.

- The Zone has two National Parks and eight Provincial Parks.

- There are over 4,300 campsites available in 107 campgrounds.

- The Zone has six of Alberta's seven trophy fishing lakes.
- Six fly-in fishing lodges and four tent camp operators are based in the Zone. In addition to fishing for Lake Trout, Northern Pike and Arctic Grayling, some of the lodges and the tent camp operators offer guides for wilderness tours and outdoor recreation activities throughout the year.
- Many of the 12 Indian Bands in the Zone have developed tourist facilities and services such as campgrounds, guide services, day-use areas, museums and craft stores.
- The Kikino Metis Settlement, one of four settlements in the Zone, has developed a game ranch for bison, elk and deer, and is developing lakefront facilities on Whitefish Lake.
- Most water-based outdoor recreation activities are well facilitated in the Zone. Approximately 70 percent of Alberta's best beaches are located in Lakeland.
- Big game, such as deer, moose and bear; upland game birds such as grouse, pheasant and partridge; and waterfowl are hunted in the Zone.
- Trails have been developed for snowmobiling, cross-country skiing and hiking.
- Four community downhill ski areas are operated in the Zone.
- Fourteen golf courses are open to the public.
- Approximately 130 service stations and 31 sewage disposal stations service vehicles and trailers.
- Highways 16 (Yellowhead), 28, 36, 41 (Buffalo Trail), 45 (Aurora Way), 55 (Northern Woods and Water Route) and 63 are the major highways in the Zone.
- Scheduled commercial airlines serve the communities of Fort Chipewyan, Fort McMurray, Bonnyville, Cold Lake/Grand Centre and Lloydminster. Ten plane and six helicopter charter companies are based in the Zone.
- The "Muskeg Mixed", a mixed freight and passenger train, runs between Edmonton and Fort McMurray via Lac La Biche.
- Scheduled bus service is available to most communities in the Zone. A luxury express motorcoach service operates between Fort McMurray and Edmonton.
- The Zone has 17 travel information centres. Tourist information is also available through several municipal and Chamber of Commerce offices.

HERITAGE RESOURCES

There are several historical themes represented by the heritage resources in the Zone. The themes and examples of heritage resources representing each theme are listed below. Many of the heritage resources, such as Victoria Settlement, portray several themes.

- Native Occupation - Fort Chipewyan, Indian settlements.
- The Fur Trade - Dewberry Museum, Fort George-Buckingham House near Elk Point.
- Transition from Nomadic to Settled Economy - St.Paul Metis Roman Catholic Mission, Lac La Biche Mission.
- Transportation and Communication - North Saskatchewan and Athabasca Rivers, Lac La Biche Inn.
- Agricultural Settlement - Barr Colonists in Lloydminster, Moravian Settlement in Bruderheim, Shandro Village and Pioneer Museum near Willingdon.
- Resource Development and Conservation - Bitumount Oil Extraction Plant near Fort MacKay, Abasand Oils Limited Extraction Plant near Fort McMurray, Wood Buffalo National Park.

THE ECONOMY AND HUMAN RESOURCES

The resource base, particularly oil and gas, is the mainstay of the Zone's economy. It offers significant potential for further growth and development. Agriculture is still the backbone of the economy in the south part of the Zone. Most northern residents are looking for economic diversification and see tourism as a way to help accomplish this objective.

Three major economic developments will continue to fuel the economy. These developments are:

- Syncrude and Suncor oil sands developments in the Fort McMurray area;
- Cold Lake/Grand Centre heavy oil extraction operations; and
- the proposed Husky heavy oil upgrader plant in Lloydminster.

The total population of the Zone was 162,884 in 1985, up by 16.3 percent from 140,001 in 1981. The largest communities in the Zone are Fort McMurray (36,810) and Lloydminster (17,278).

VISITOR CHARACTERISTICS AND TOURISM MARKETS

There was an estimated 2,040,000 visitors to the Lakeland Tourist Zone in 1982. This figure excludes residents travelling as tourists within the Zone, but includes approximately 1,113,000 visitors who were visitors from Alberta outside the Zone. Of the 927,000 non-Alberta visitors to the Zone, it is estimated that 79.8 percent were residents of other Canadian provinces, 16.6 percent were from the United States and the remaining 3.5 percent were from other countries around the world.

Saskatchewan was the largest Canadian non-resident market source for the Zone, representing 33.5 percent of the total non-resident market. British Columbia visitors were next at 22.3 percent and Manitoba at 13.0 percent. The largest American market was Alaska at 3.6 percent followed by the East-Central States (Wisconsin, Illinois, Indiana, Ohio, Kentucky, Tennessee, Mississippi, Alabama and Michigan) at 3.1 percent, and the West-North-Central States (North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa and Missouri) at 2.6 percent.

In 1982, it is estimated that $102 million dollars was spent by visitors in the Zone. The tourism industry in the Zone supported over 5100 person-years of employment.

The general major markets for tourism to Lakeland in descending order of magnitude are:

- Edmonton
- Northern Alberta
- Calgary
- Rest of Alberta
- Non-Albertans travelling east and west between Edmonton and Saskatchewan
- Saskatchewan and British Columbia
- United States
- International

Major markets for each of the five sub-zones are identified in the market assessment.

PLANS AND POLICIES FRAMEWORK

Numerous plans and policies, prepared by all three levels of government and local economic development and community organizations, were reviewed to establish a plans and policies framework for tourism development.

Overall, few plans and policies give recognition to tourism or identify specific actions for tourism development. Municipal plans for the Town of Cold Lake and County of Lamont and the Lake Planning Frameworks for the County of St. Paul, County of Smoky Lake, Improvement District #18 South and Municipal District of Bonnyville are some of the exceptions. The "Lakeland Sub-Regional Integrated Resource Plan", "City of Fort McMurray Economic Development Plan","Tourism: Lac La Biche Country" and the "Fort Chipewyan Tourism Industry: A Plan for Development" outline local and regional policies and actions for tourism development.

TOURISM ORGANIZATIONS

The Lakeland Tourist Zone is one of fourteen regional tourist zones in Alberta. The Lakeland Tourist Association, a not-for-profit organization, represents the Zone's interests in the Travel Industry Association of Alberta (TIAALTA). Its main objective is to promote tourism throughout the Zone. Many communities have the Chamber of Commerce or an Economic Development Committee promote tourism in their particular area. Fort McMurray has established its own Tourist and Convention Bureau to promote tourism in the City and the surrounding area. In Fort Chipewyan, a Regional Tourism Council has been established with membership by the local Indian Bands, Metis Association and tourism businesses. All of these organizations, along with many others, have roles to play in implementing tourism opportunities and directions for the Lakeland Tourist Zone.

TOURISM DEVELOPMENT THEMES

The Zone's name, "Lakeland" describes the high quality lakes and water resources of the region. Themes help to coordinate market, operations and tourism development planning. The themes presented here should not be confused with an advertising theme or slogan although they could be one in the same. They represent the main tourism resources in the sub-zones. The themes developed for the sub-zones are:

- Sub-Zone 1: East-West Corridor - "Settlement/Fur Trade"
- Sub-Zone 2: Southwest - "Natural Resources/Lakeland"
- Sub-Zone 3: Southeast - "Resource Development/Lakeland"
- Sub-Zones 4 & 5: North and Fort McMurray - "The Last Frontier/Wilderness/Resource Development"

TOURISM DIRECTIONS

Based on input received during the study process, forty "directions" for development and improvement of the tourism industry were identified. These directions are presented in Table 1. For each direction, the problem or situation it addresses is identified along with those parties most likely to implement it. The directions generally emphasize better management of all resources and support the implementation of tourism opportunities through the development of basic infrastructure, facilities and services. The directions are not listed in order of priority.

Tourism "directions" are generally operations or policy oriented versus tourism "opportunities" which are capital or business investment oriented.

TABLE 1

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
Attractions, Events, Activities and Tours		
1. Enhance and Maintain the Quality of the Environment Through Public Education Programs, Enforcement and Community Participation in Enhancement Programs	Overuse and poor management is threatening the environment which attracts visitors. Resource management plans are being prepared for public lands in the Zone.	Non-Profit/ Public
2. Implement Fish and Wildlife Enhancement and Protection Programs and Greater Control Over Commercial and Recreational Fishing To Ensure Existing Resource Base Remains and To Improve Habitats which will Increase Fish and Wildlife Resources	Fish and wildlife populations need to be increased to sustain increasing use. The Cold Lake Fish Hatchery will open in the Spring of 1986.	Non-Profit/ Public
3. Restrict or Eliminate Fishing During the Spawning Season	Fishing during the spawning season is reducing fish populations.	Public
4. Clean-up Appearance of Main Streets in Most Communities by General Clean-Up, Repairs and Streetscape Improvements	Many Main Streets leave a poor impression on visitors.	PRIVATE/ Non-Profit/ Public
5. Improve Cleanliness and Appearance of Tourist Facilities Such as Service Stations and Restaurants	Many tourist facilities require better maintenance and need basic repairs.	PRIVATE/ Non-profit
6. Encourage Quality Cottage/Seasonal Home Developments through Increased Bylaw Enforcement and Development of Public Access to Lakefronts	Poor quality developments and lack of bylaw enforcement have damaged the environment and restricted public access to lakes.	Public/ PRIVATE

Most Likely to Implement:
PRIVATE - Private business/developer/investor
Non-Profit - Community Organization, Service Club, Community Committee or Board, Chamber of Commerce, Lakeland Tourist Association, Fort McMurray Tourist and Convention Bureau
Native - Indian Band, Metis Association
Public - Government Funding: Municipal, Provincial and/or Federal

TABLE 1

LAKELAND TOURISM DESTINATION AREA STUDY TOURISM DIRECTIONS (continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
Infrastructure		
7. Obtain Government Support for Infrastructure Development	Roads and utilities are too expensive for many new tourist developments.	Non-Profit/ Public
8. Accelerate Highway Improvement and New Construction Programs	Poor road conditions are keeping tourists away from many areas in the Zone.	Public
9. Implement Road Improvements to Pinehurst and Touchwood Lakes	These lakes have excellent potential for major recreation destination areas.	Public
10. Improve Road Signage for Attractions, Services and Facilities	It is difficult for tourists to find their way. Many get lost.	Public/ PRIVATE/ Non-Profit
11. Improve Trail Signage for Outdoor Recreation Activities	Outside of Provincial and National Parks, trail signage is almost non-existent.	Non-Profit/ Public
12. Improve Airline Accessibility Within and To the Zone	International and national air service is not provided directly into the Zone. Scheduled service is limited within the Zone.	Public/ Non-Profit/ PRIVATE
13. Target Welcome and Information Services at Major Zone and Community Entrances and Hotels	Welcome and information services are difficult to find in many communities. Bring the service to the visitors.	Non-Profit/ PRIVATE
14. Promote Zone at Lloydminster and Grand Centre Travel Alberta Information Centres	Mountain destinations are too visibly promoted in the Centres. Lakeland needs to be promoted.	Public
15. Provide Quality Year-Round Visitor Information Services in Conjunction with Other Year-Round Services such as Municipal and Chamber of Commerce Offices	Visitors come year-round not just during June, July and August.	Non-Profit/ Public

TABLE 1

LAKELAND TOURISM DESTINATION AREA STUDY TOURISM DIRECTIONS (continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
Organization and Marketing		
16. Develop Comprehensive Marketing Program	There is little market planning. Market themes, product development, target marketing, etc. are required.	PRIVATE/ Non-Profit
17. Determine Markets Before Embarking on Major Tourism Marketing Efforts	Major marketing efforts are implemented without real knowledge of markets.	PRIVATE/ Non-Profit/ Public
18. Coordinate Marketing and Packaging Efforts Amongst Fishing Lodges, Fishing Camps and Wilderness Tour Operators	It is difficult for tour operators and wholesalers to deal with everyone separately.	PRIVATE/ Native
19. Develop Community Tourism Action Plans	Many communities are interested in developing tourism but need a plan of action.	Non-Profit/ Native/ Public
20. Reorganize and Coordinate Tourist Organizations in Zone	The present organizations have different objectives and levels of operation. A lot of energy is being directed at trying to keep the organizations together.	Non-Profit/ Public
21. Organize and Promote Activities, Events and Attractions in Each Season	Most promotions and attractions are too summer-oriented.	Non-Profit/ PRIVATE
22. Support Tourism Development in General Municipal Plans, Economic Development Plans and Other Municipal Policies	Most municipalities do not officially support tourism development nor have appropriate policies to deal with tourism.	Public/ Non-Profit
23. Offer Assistance to Tour Operators	It is difficult for tour operators to make their own arrangements for tours through such a large area and where the quality of facilities and services varies so much.	PRIVATE/ Non-Profit

TABLE 1

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS
(continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
24. Develop Tourism through Local Sports Organizations and Service Clubs	Great potential as Zone ambassadors and to attract regional, provincial and national tournaments and conferences.	Non-Profit
25. Capitalize on Major Resource Based Developments such as the Oil Sands and Heavy Oil Plants	These developments are bringing in 1,000's of workers that can be enticed to visit again with family and friends.	PRIVATE/ Non-Profit/ Native/ Public
26. Give Fair Exchange on the American Dollar	Many businesses are not giving fair exchange. American visitors are not happy.	PRIVATE/ Non-Profit
27. Increase Membership and Fund Raising for the Operation of Tourist Organizations	There is not enough volunteer and financial commitment to the Tourist Organizations by many tourism and related businesses.	Non-Profit/ PRIVATE
28. Capitalize on Provincial and Federal Marketing Efforts	There are several opportunities to make marketing efforts more effective by working together.	PRIVATE/ Non-Profit
29. Improve Tourist Services for Business Visitors such as Information in Hotel Rooms	Business travellers are the largest unserviced tourist market in the Zone.	PRIVATE/ Non-Profit
30. Work More Closely with Complementary Destinations and Major Markets	Some neighbouring Zones and Edmonton are much stronger and many mutual benefits can be derived.	Non-Profit/ PRIVATE

TABLE 1

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS
(continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
31. Update Fort McMurray's Image	Many of the markets still view Fort McMurray as a "boom town" without amenities.	Non-Profit/ Public/ PRIVATE
32. Capitalize on Accessibility to the Wilderness	Major population centres with facilities and services near the wilderness are important in marketing.	PRIVATE/ Non-Profit/ Native
33. Emphasize Local Awareness of Year-Round Tourism	Local residents think of tourism as a three-month industry.	Non-Profit
34. Increase Political Awareness of Tourism and Its Impacts on the Local Economy	Some politicians are not fully aware of what tourism is and its significance to the local economy.	PRIVATE/ Non-Profit/ Native
Human and Financial Resources		
35. Improve Service and Friendliness of Frontline Hospitality Personnel	Existing frontline service is generally poor.	PRIVATE/ Non-Profit
36. Establish More Tourism and Hospitality Training and Education Programs the Zone	Local managers and staff do not have ready access to programs.	Public/ Non-Profit/ PRIVATE
37. Promote New Tourism Businesses by Local Residents	The best potential for new business is within the community.	Non-Profit/ Public
38. Establish More Provincial Tax Incentives to Make Investment in the Tourism Industry More Attractive	Other industries have more attractive tax incentives for investment.	Public
39. Capitalize on Provincial and Federal Training and Funding Programs	Many existing programs can help many tourism businesses start or expand.	PRIVATE/ Non-Profit
40. Implement More Equitable Municipal Taxation for Seasonal Tourism Operations	Many tourism businesses need to have seasonally adjusted taxes to survive.	Public

TOURISM OPPORTUNITIES

To achieve the orderly and systematic development of tourism in the Lakeland Tourism Zone, fifty-one tourism opportunities were identified and reviewed on the basis of the market and resource assessments and the plans and policies framework. Table 2 presents a summary of the identified tourism opportunities including: identification of capital or operations emphasis; those most likely to implement the opportunities; markets; campatibility of the opportunities with the natural environment; and capital cost estimates. General opportunities for the Zone are identified along with specific ones for each of the five sub-zones. Nearly every community in the Zone has some potential for increasing tourism. Most opportunities are local and small scale and can be achieved with relatively small investments. Many opportunities emphasize improved operations. It should be noted that all tourism opportunities require detailed plans of action and/or feasibility studies prior to implementation. Based on these plans and studies, detailed cost estimates can be prepared for budget purposes. The opportunities are not listed in order of priority.

TABLE 2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS[a]	MOST LIKELY TO IMPLEMENT[b]	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)[c]
Attractions, Events, Activities and Tours						
1. Develop Recreational Equipment Rentals for Water and Land Based Recreation Activities in Lac La Biche, Fort McMurray, Cold Lake, Bonnyville and St. Paul	C/O	PRIVATE	1	2	2	$25,000 per operation
2. Develop Conference and Meeting Facilities in Lloydminster, Cold Lake Area and Fort McMurray	C	PRIVATE	1	2	1	$1,000,000 per facility
3. Develop and Market Locally Made Souvenirs	C/O	PRIVATE/ Native/ Non-Profit	2	2	2	$5,000 per operation
4. Develop Package Tours including Local Guided Tours, Attractions, Activities, Transportation, Accommodation and Meals	C/O	PRIVATE/ Non-Profit	2	1	2	$25,000 per operation
5. Develop Base Information for Tour Operators and Tour Operator Services such as Guide Services, Welcoming Activities, Local Tour Coordination and Motorcoach Services	O	PRIVATE/ Non-Profit	2	1	1	$5,000 per operation
6. Develop Sport Fishing and Hunting Guide Services, Tour Packages and Equipment Rentals	O	PRIVATE/ Non-Profit	2	1	2	$25,000 per operation
7. Develop River Tours and Facilities on the Athabasca River featuring Fort McMurray, Bitumount and the Peace-Athabasca Delta and the North Saskatchewan River Featuring Victoria Settlement, Fort George/Buckingham House and Fort Vermilion	C	PRIVATE/ Non-Profit/ Public	1	1	2	$250,000 per river
8. Feature Native Culture During Festivals and Events through Dance, Arts and Crafts and Indian Villages	O	Native/ Non-Profit	2	2	1	Minimal

LEGEND
1 - Strongly meets criteria
2 - Moderately meets criteria
3 - Minimally meets criteria

NOTES

a. Capital or Operations Emphasis:
- C - Capital
- O - Operations
- C/O - Both Capital & Operations

b. Most Likely to Implement:
- PRIVATE - Private business/developer/investor
- Non-Profit - Community Organization, Service Club, Community Committee or Board, Chamber of Commerce, Lakeland Tourist Association, Fort McMurray Tourist and Convention Bureau
- Native - Indian Band, Metis Association
- Public - Government Funding: Municipal, Provincial and/or Federal

c. Cost Estimate:
- Refers to order of magnitude minimum capital cost estimate in 1986 dollars to start-up the operation or undertake the development. Actual costs will vary depending upon specific investment or development requirements. Operational costs are not included.

TABLE 2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
9. Coordinate Events Within and Between Communities and Improve Event Hospitality for Visitors	0	Non-Profit	1	3	1	Minimal
10. Develop Major Events and Facilities in All Areas for Winter Activities such as Snowmobiling, Cross-Country Skiing, Tobogganing and Ice Fishing	C/0	Non-Profit/ Public	1	2	2	$5,000 per event Several $1,000 to a few $100,000 per facility
11. Develop New Winter Carnivals and Festivals and Improve Upon Existing Events such as the Winter Carnival in Fort McMurray and the Ice Fishing Derby in Lac La Biche	0	Non-Profit/ Public	1	2	2	$10,000 per event
12. Improve Existing Attractions such as the Pysanka in Vegreville and the Dewberry Museum by Developing Interesting Programs, Displays and Activities	C/0	Non-Profit/ Public	1	3	1	$25,000 per attraction
13. Develop Auto Tour Guide Brochures Featuring Natural Resources, Industry, History, Native Settlement and Attractions	0	Non-Profit/ Public	1	2	1	$30,000 per brochure
14. Prepare Auto Tour Guide Brochures for Major Travel Corridors and Designated Routes such as the Yellowhead Highway, Northern Woods and Water Route, Buffalo Trail, Aurora Way and Highway 63	0	Non-Profit/ Public	1	2	1	$30,000 per brochure
Accommodations and Food Services						
15. Upgrade and Improve Fixed Roof Accommodation	C	PRIVATE	1	2	1	Several $1,000 to a few $100,000 per facility
16. Serve Unique Local Cuisine in Restaurants such as Fish and Buffalo Meat	0	PRIVATE	2	2	2	Minimal
17. Develop Bed and Breakfast, Farm Vacation, Dude Ranch and Cottage/Cabin Rental Operations	C/0	PRIVATE/ Native	1	2	2	$25,000 per operation
18. Improve the Quality of and Develop New Campgrounds along the Major Travel Corridors such as Highways 16 and 63 and on lakes such as Gregoire, Frog and Lac La Biche	C	PRIVATE/ Native	1	2	2	Upgrade - Several $100 per campsite New - $3,000 per campsite
SUB-ZONE 1: EAST-WEST CORRIDOR						
19. Develop and Promote Facilities, Attractions and Services to Sell to Pass-Through Traffic on Highways 15, 16 and 45	C/0	PRIVATE/ Non-Profit/ Public	1	2	1	Several $1,000 to a few $100,000 per location

TABLE 2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
20.Develop Interpretive Programs for Auto Traffic Using FM Radio Transmitters at Roadside Locations Along the Highways to Present Information on History, Agriculture, Events and Industry	C/O	Non-Profit/ Public	1	2	1	$50,000 per route
21.Develop Interpretive Signage, Programs and Tour Brochures for Historic Sites, Museums and Events	C/O	Non-Profit/ Public	1	2	1	Several $1,000 to several $100,000 per site $20,000 per program/brochure
22.Develop Agricultural Interpretive Programs for Attractions such as the Buffalo Slope Grain Elevator in Vegreville and the Vertec Farm Equipment Plant near Vermilion	0	Non-Profit/ Public	2	2	1	$25,000 per program
SUB-ZONE 2: SOUTHWEST						
23.Develop Full-Service Hotel/Motel in St. Paul	C	PRIVATE	1	3	1	$3,000,000
24.Develop Facilities for Land and Water-Based Recreation and Overnight Accommodation on Touchwood, Pinehurst and Beaver Lakes	C/O	PRIVATE Native/ Public	1	2	2	$250,000 per location
25.Develop Lakefront Attractions, Facilities and Services In Lac La Biche	C/O	PRIVATE/ Non-Profit/ Public	1	2	2	$500,000 per location
26.Develop Agricultural Interpretive Programs and Attractions such as the Smoky Lake Nursery, Redwater Fertilizer Plant and Local Crops	0	Non-Profit/ Public	2	2	1	$25,000 per program
27.Restore and Operate the Lac La Biche Mission and Lac La Biche Inn as Historic Sites	C/O	Non-Profit/ Public	1	2	1	$500,000 per site
28.Develop Interpretive Programs and Guide Brochures for Historic, Cultural and Natural Resources	0	Non-Profit/ Public	1	2	1	$30,000 per brochure
SUB-ZONE 3: SOUTHEAST						
29.Develop Full-Service Campgrounds on Moose, Muriel and Cold Lakes	C	PRIVATE/ Native	1	2	2	$5,000 per campsite
30.Develop a Wider Variety of Accommodation Facilities such as Youth Hostels, Cabin Rentals and Vacations Farms	C	PRIVATE/ Native	1	3	2	$25,000 per operation

TABLE 2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
31.Develop Horseback Riding Operations	O	PRIVATE/ Native	1	2	2	Several $1,000 to a few $100,000 per operation
32.Develop Guided Tours to Attractions including the Heavy Oil Extraction Plants, Fish Hatchery, Salt Plant, Museums and Historic Sites, and Events	O	PRIVATE/ Non-Profit	1	1	1	$25,000 per operation
33.Develop Waterfront Resort and Facilities on Cold Lake	C	PRIVATE/ Public	1	1	2	$3,000,000
34.Develop Lakefront Access to and Facilities on Lakes such as Muriel, Marie, Moore, Ethel and Frog	C	PRIVATE/ Public	1	3	2	$100,000 per location
35.Develop Trails and Facilities for Hiking, Horseback Riding, Snowmobiling and Other Winter and Summer Activities	C/O	Native/ Non-Profit/ Public	1	3	2	Several $1,000 to a few $1,000,000 per facility/trail
36.Develop Fort George/Buckingham House Historic Site	C/O	Non-Profit/ Public	1	1	1	$2,000,000
37.Develop Interpretive Signage, Trails and Guide Brochures for Historic Sites and Attractions along the North Saskatchewan and Beaver Rivers	C/O	Non-Profit/ Public	1	2	2	Several $1,000 to a few $100,000 per site/attraction $30,000 per brochure
38.Interpret the History and Culture of the Area Using Auto Tour Guides and Signage to Highlight Historic Sites, Attractions, Cultural Events and Displays	C/O	Non-Profit/ Public	1	2	1	$30,000 per brochure $10,000 for signage
39.Develop Air Force Museum and Forces Base Information Signage and Brochures	C/O	Non-Profit/ Public	1	1	1	$250,000 for museum $10,000 for signage
SUB-ZONE 4: NORTH						
40.Develop Winter and Summer Wilderness Tours, Facilities and Programs for Land and Water-Based Activities such as Horseback Riding, Nature Viewing, Fishing, Canoeing, Hiking, Rafting, Dogsledding, Snowshoeing and Cross-Country Skiing and Snowmobiling	C/O	PRIVATE/ Native/ Public	1	2	2	$25,000 per operation

TABLE 2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
41. Develop Guided Tours of Wood Buffalo National Park	C/O	PRIVATE/ Native/ Public	2	1	1	Several $1,000 to a few $100,000 per operation
42. Develop Fixed Roof Accommodation and Tourist Business Facilities in Fort Chipewyan	C	PRIVATE/ Native/ Public	2	1	2	$1,000,000
43. Develop Bitumount Historic Site	C	Public/ Non-Profit	1	2	2	$1,000,000
44. Develop East-West Highway Connection with a Major Community West of the Zone	C	Public	1	2	2	Several 10's of $1,000,000
SUB-ZONE 5: FORT McMURRAY						
45. Develop Ground Services and Tours such as Tour Guide Services and Whitewater Rafting	C/O	PRIVATE	2	1	2	$25,000 per operation
46. Develop Full-Service Campgrounds	C	PRIVATE/ Native/ Non-Profit	1	2	1	$5,000 per campsite
47. Develop Weekend and Pre and Post Convention Tour Packages including Industrial, Historic and Natural Attractions and Outdoor Recreation Activities	O	PRIVATE/ Non-Profit	1	1	1	$25,000
48. Develop Regional and Provincial Convention and Meeting Market	O	PRIVATE/ Non-Profit	1	3	1	$25,000
49. Improve and Expand Floatplane, Fishing and Tour Base on the Snye (reach of the Clearwater River)	C/O	PRIVATE/ Public	2	2	2	$250,000
50. Develop Attractions, Trails and Facilities Along Riverfronts and into Surrounding Areas	C	Non-Profit/ Public	1	3	2	Several $1,000 to several $100,000
51. Implement Master Plan and Develop Interpretive Programs at Heritage Park	C/O	Non-Profit/ Public	1	3	1	$500,000

WHAT HAPPENS NEXT?

Planning, coordinating and implementing tourism directions and opportunities are the responsibility of industry and community organizations such as the Lakeland Tourist Association, Fort McMurray Tourist and Convention Bureau, Chambers of Commerce, economic development boards and committees, and Native organizations. Information on the preparation and implementation of action plans and tourism planning assistance is available from the Planning Unit of Travel Alberta in Edmonton.

ACKNOWLEDGEMENTS

The compilation of this vast amount of information and ideas for tourism development in the Lakeland Tourist Zone would not have been possible without the input, cooperation and assistance received from hundreds of individuals and many organizations. Organization representatives, business people, government officials, Native people and individuals provided documents, maps, brochures, statistics, personal knowledge and suggestions which proved invaluable to the preparation of the inventory and the identification and assessment of tourism opportunities.

Special thanks to those who took time to attend and participate in the public open houses and industry workshops.

The list of contacts in Appendix B identifies most individuals contacted in the course of the study.

Members of the Steering Committee responsible for directing and reviewing the work of the consultant were:

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I.D. SYSTEMS LTD.

Allan Garbutt	Resource Analyst
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GREAT PLAINS RESEARCH CONSULTANTS

Barry Potyondi	Historian

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1

Introduction

SECTION ONE

INTRODUCTION

The Lakeland Tourist Zone (Tourist Zone 6) is the largest tourist zone of the 14 Tourist Zones in the Province of Alberta. Encompassing almost 18 percent of the total area of the Province or 117,000 square km, it stretches over 800 km north to south and over 300 km east to west at its widest points. The Zone extends from the Northwest Territories in the North, to the Battle River in the southeast, Elk Island National Park in the southwest and to the Saskatchewan border in the east.

Major resource extraction and processing projects in the Zone are attracting more residents and tourists. Tourists[1] can choose from a full range of experiences including urban based experiences in the cities and towns to outdoor activities in the northern wilderness areas accessible only by float plane, all terrain vehicle or on foot. Nearly 163,000 people (1985) reside in the Zone. Most of the population is concentrated in the south with the exception of one major population centre in the north, the City of Fort McMurray, with nearly 37,000 people. The City of Edmonton, the largest market for tourists in the "Lakeland Country", is less than 30 km from the southwest edge of the Zone.

1.1 Study Purpose

The supply and demand for tourism and the opportunities for tourism industry improvement and development in Zone 6 are the subject of this study. More specifically, the objectives of this study are two-fold:

1. To inventory and evaluate the current level of tourist facilities, services, events, attractions and activities.

2. To identify opportunities and constraints relating to the orderly and systematic development of the tourism industry in the Lakeland Tourist Zone. Particular attention will be paid to opportunities for private sector involvement in tourism development.

The reader of this document should understand that the inventory and evaluation section identifies opportunities based on a general assessment of the Zone's resources and market potential for tourists. The ways and means of implementing each opportunity are not

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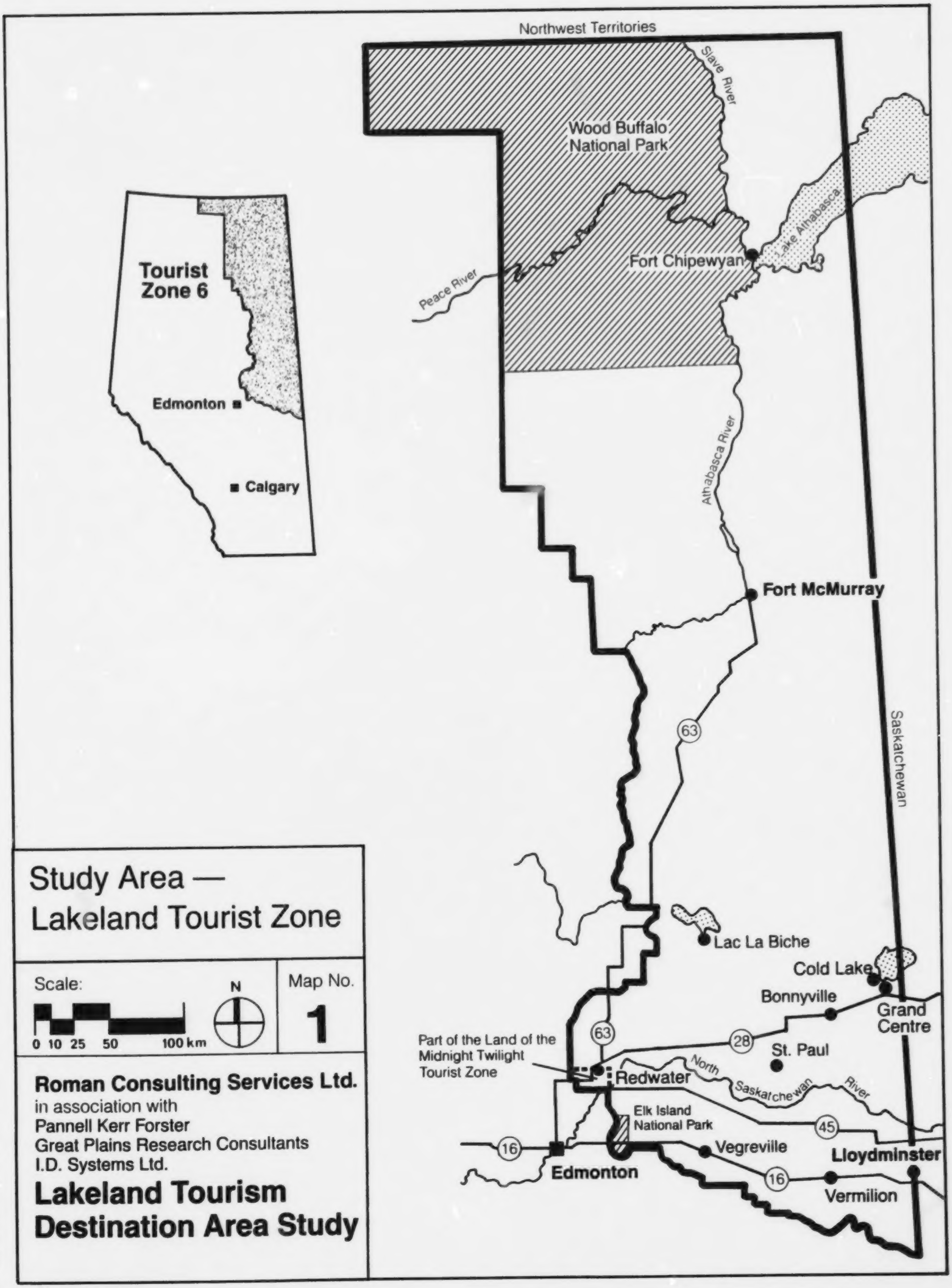
[1] A tourist or visitor is any person travelling in excess of 80 km (50 miles) from home on a return trip. Trip purposes include visiting friends and relatives, business, personal reasons, and shopping. Daily trips to work and school are not included.


Northwest Territories
Slave River
Wood Buffalo National Park
Lake Athabasca
Fort Chipewyan
Peace River
Tourist Zone 6
Edmonton
Calgary
Athabasca River
Fort McMurray
63
Saskatchewan
Lac La Biche
Cold Lake
Bonnyville
Grand Centre
28
St. Paul
Part of the Land of the Midnight Twilight Tourist Zone
Redwater
North Saskatchewan River
Elk Island National Park
45
16
Vegreville
Lloydminster
Edmonton
Vermilion
Scale:
0 10 25 50 100 km
N

Study Area — Lakeland Tourist Zone

Map No.
1

Roman Consulting Services Ltd.
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Great Plains Research Consultants
I.D. Systems Ltd.

Lakeland Tourism Destination Area Study

identified. In most cases, detailed studies of the resources, markets and finances and detailed plans of action should be prepared prior to implementation.

The Grand Centre/Bonnyville Regional Tourism Development Alternatives Study, completed for Travel Alberta in May 1979, is used as an information resource for this study. The information and opportunities identified in that study were reviewed and revised according to their current market situation and resources.

To assist the reader, a glossary of terms used in this report is presented in Appendix A.

1.2 Study Area

The study area boundaries coincide with the 1983 Tourist Zone 6 boundaries (Map 1). In 1984, the Tourism Industry Association of Alberta (TIAALTA) approved a boundary change which transferred a small portion of the Zone in the southwest to the Land of the Midnight Twilight Tourist Zone as shown on Map 1. For the purpose of this study, the 1983 boundary is used to provide an inventory and assessment of tourism resources and opportunities for the Redwater area in the Municipal District of Sturgeon because it was not covered in the Land of the Midnight Twilight Tourism Destination Area Study.

In order to deal with the unique characteristics of areas within the Zone and the different markets associated with them, the Zone was divided into five sub-zones as shown on Map 2. The boundaries were based on a combination of geography, travel patterns, accessibility and markets. The sub-zones are defined as follows:

Sub-Zone 1 - East-West Corridor:

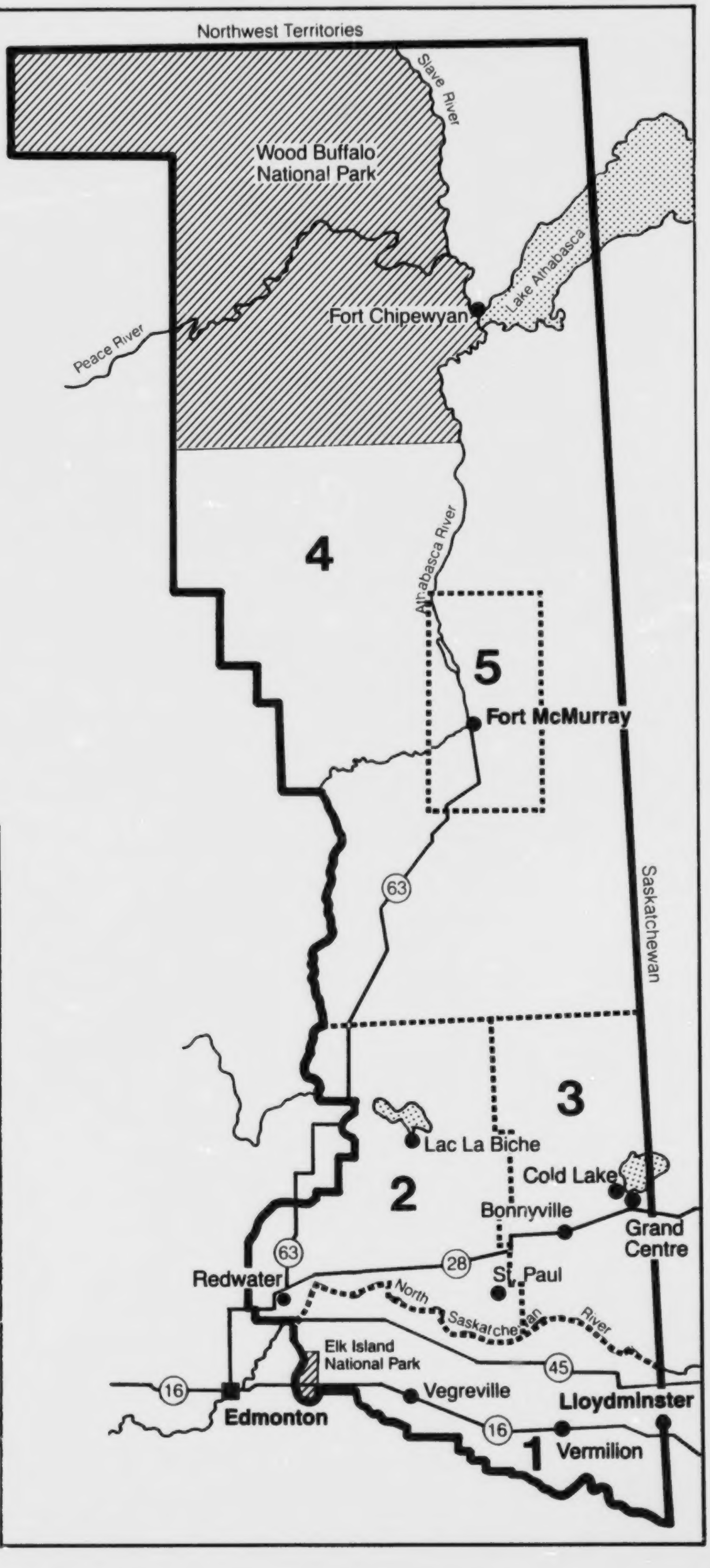
The main transportation routes through the sub-zone are Highways 16 and 45. The south bank of the North Saskatchewan River defines the north boundary of this sub-zone.

Sub-Zone 2 - Southwest:

The Lakeland Integrated Resource Plan Area is within this sub-zone. The major communities in this sub-zone include Lac La Biche, St. Paul, Smoky Lake and Redwater.

Sub-Zone 3 - Southeast:

The boundaries of this sub-zone correspond with the boundary of the Grand Centre/Bonnyville Regional Tourism Development Alternatives Study, with an extension to the north to include Primrose Lake Air Weapons Range.


Northwest Territories
Slave River
Wood Buffalo National Park
Lake Athabasca
Fort Chipewyan
Peace River
Athabasca River
4
5
Fort McMurray
63
Saskatchewan
3
Lac La Biche
Cold Lake
2
Bonnyville
Grand Centre
63
28
St. Paul
Redwater
North Saskatchewan River
Elk Island National Park
45
16
Edmonton
Vegreville
Lloydminster
16
1
Vermilion

Sub-Zones — Lakeland Tourist Zone

Legend:

1. East-West Corridor
2. Southwest
3. Southeast
4. North
5. Fort McMurray

Scale:

0 10 25 50 100 km

N

Map No.

2

Roman Consulting Services Ltd.
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Great Plains Research Consultants
I.D. Systems Ltd.

Lakeland Tourism Destination Area Study

Sub-Zone 4 - North:

This is mainly a wilderness area with settlement in the north at Fort Chipewyan.

Sub-Zone 5 - Fort McMurray:

The City of Fort McMurray is the core of this sub-zone with surrounding settlement and employment areas included.

1.3 Study Process

The study process was divided into two phases.

Phase 1: Inventory

An inventory of natural landscapes, cultural, historical and industrial features was compiled, as well as existing and potential tourism facilities, attractions and services in the study area. An analysis of the current status of tourism markets in the study area was included in this phase along with an analysis of plans and policies of governments and regulatory authorities in the area to determine how they support or detract from tourism development.

Phase 2: Assessment and Identification of Tourism Opportunities

The main purpose of this phase was to identify opportunities to improve and develop the tourism industry. Each opportunity was based on the physical and economic feasibility of developing the area's natural, cultural, historical and industrial resources as major foci for regional tourism development. This also included lands under Federal and Native jurisdiction.

The study process was initiated in August 1985. Field research, ten public open houses and three industry workshops took place from August to December 1985. The major components of the study process were:

- A comprehensive literature review was done to prepare inventories of tourism, biophysical, heritage and human resources. Existing information was also used to prepare a profile of the economy and visitor characteristics and identify tourism markets.

- An extensive field research program was undertaken to supplement inventory information and to see and experience the attractions, facilities and services.

- Reports and workshop summaries on tourism prepared for the Northern Alberta Development Council were reviewed for base information and initial ideas for tourism development.

- Personal contact was made with hundreds of people, directly involved or interested in the tourism industry, throughout the Zone to discuss tourism development, identify issues and concerns, and listen to suggestions for improving the tourism industry in the Zone. Contacts included representatives from business, government, Indian Bands, Chambers of Commerce, Metis Associations, economic development committees and a variety of community organizations. A list of contacts is presented in Appendix B.

- An extensive program of public open houses and workshops was implemented to give residents and industry representatives an opportunity to express their views about the present state of tourism in the Zone, make suggestions for improvement and development, and review tourism development opportunities and directions identified by the consulting team. The public open houses were advertised in local and regional newspapers and invitation letters were sent to members of the Lakeland Tourist Association, the Fort McMurray Tourist and Convention Bureau, Chambers of Commerce, Municipalities, Indian Bands, Metis Settlements, hoteliers and other organizations and individuals identified by the consultant during the study process.

  Two sets of public open houses were held in five regional centres: Bonnyville, Fort McMurray, Lac La Biche, Lloydminster and Vegreville. The first series of open houses in late September and early October was held for the general public and organization representatives to present and discuss their ideas for improvement and development of the tourism industry with the consultant. The second series of open houses in late November and early December was held to present the results of the inventory and assessment and the identified tourism opportunities for public review and discusssion. A summary report was distributed during the second series of open houses for more detailed "at home" review.

  During each series, comment sheets were distributed to help facilitate organized input into the study process. Copies of the comment sheets are presented in Appendix C.

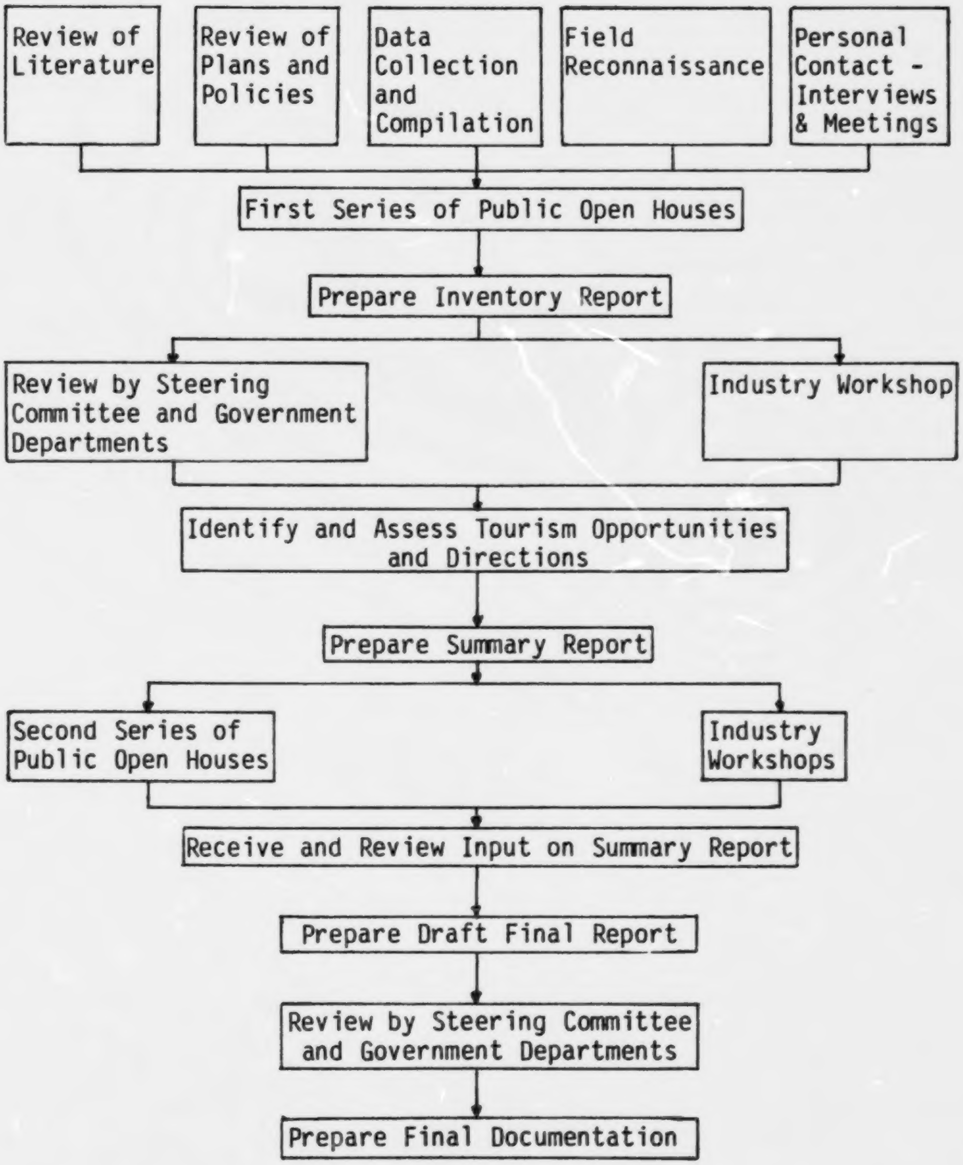
  Workshops were held for more concentrated input and review. A cross-section of industry representatives was invited to industry workshops in Smoky Lake (October 18, 1985), St. Paul (November 29, 1985) and Fort McMurray (December 2, 1985).

- A Steering Committee made up of industry, tourist association and government representatives monitored all stages of the study process. The Committee reviewed the draft reports, travelled in the study area to discuss ideas and issues with community representatives, and provided direction to the activities of the consulting team.

Figure 1-1 presents a flow chart overview of the study process.

Figure 1-1

STUDY PROCESS:
AN OVERVIEW


Review of Literature
Review of Plans and Policies
Data Collection and Compilation
Field Reconnaissance
Personal Contact - Interviews & Meetings
First Series of Public Open Houses
Prepare Inventory Report
Review by Steering Committee and Government Departments
Industry Workshop
Identify and Assess Tourism Opportunities and Directions
Prepare Summary Report
Second Series of Public Open Houses
Industry Workshops
Receive and Review Input on Summary Report
Prepare Draft Final Report
Review by Steering Committee and Government Departments
Prepare Final Documentation

1.4 Report Organization

The study report is divided into five sections plus a bibliography and appendices. The next section of this report presents tourism opportunities and directions based on the assessment of resources, markets and public input. The third section presents a summary of tourism, biophysical, economic, human and heritage resources. The fourth section discusses visitor characteristics and tourism markets, followed by the fifth section which presents a review of plans and policies.

2

Tourism Directions and Opportunities

SECTION TWO

TOURISM DIRECTIONS AND OPPORTUNITIES

The unique outdoor recreation experiences, parks, attractions and natural resources in the Lakeland Tourist Zone, combined with a variety of markets, community resources and organizations, form the basis for several opportunities for improvement and development of the tourism industry. This section of the report identifies directions and opportunities for the orderly and systematic development of the tourism industry in Zone 6.

2.1 Definitions and Background

The following definitions of direction and opportunity are used to separate suggested actions into two groups:

Direction - A course of action to support or enhance the development and improvement of the tourism industry. A direction is most often operation or policy oriented, although capital expenditures for improvements such as road construction, signage and education facilities can be included.

Opportunity - Principally a business or investment intended to capitalize on the natural and human resources and market potential for the Zone.

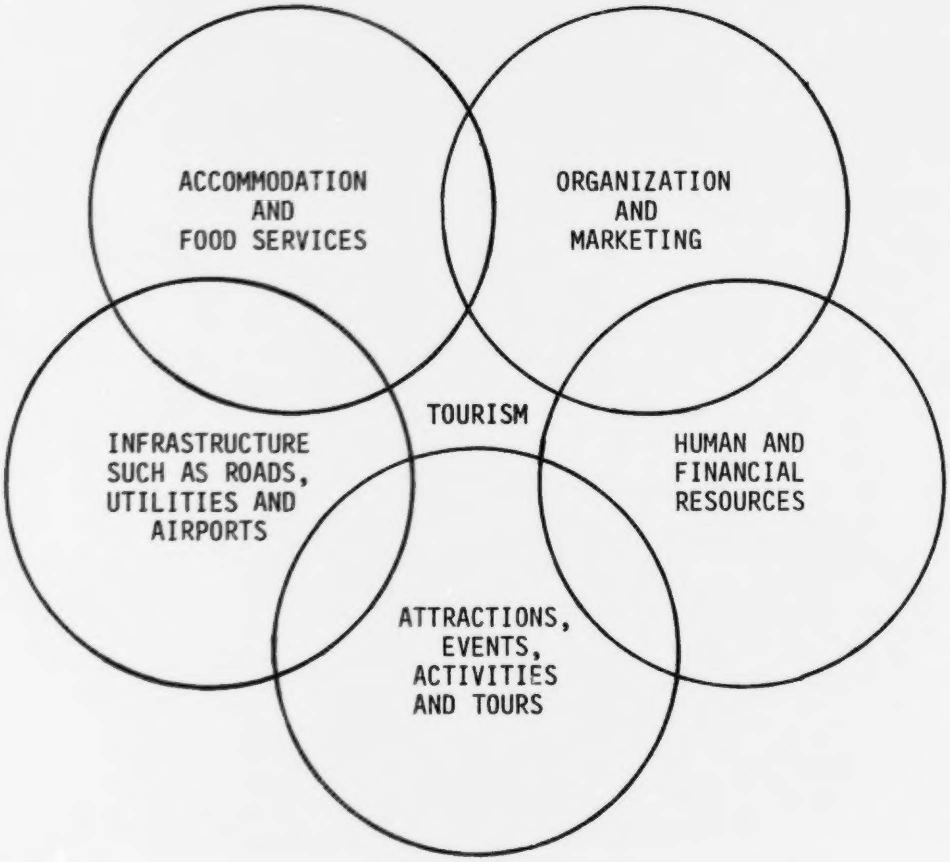
Most directions and opportunities presented in this report have been suggested by the general public and industry representatives in meetings, public open houses and workshops. Others are based on the study team's assessment of resources and the market situation in the Zone. No matter what their source, each direction or opportunity meets one or more of the following criteria:

- Potential to attract provincial, national or international markets.
- Compatibility with the man-made and natural environments and the capacity of the environment to sustain use or development.
- Commitment by the community through expression of interest or formal identification in plans and policies.
- Improvement or expansion of existing facilities or services.
- Improvement of infrastructure to support and promote tourism.
- Improvement of organization and marketing.

All recommended directions and opportunities contribute to the orderly and systematic development of tourism in the Zone. Generally, tourism can be described by five key components as illustrated in Figure 2-1. A well chosen mix of these components is required to promote and develop tourism. The selection of directions and opportunities for the Lakeland Tourist Zone attempts to promote development of all five components.

FIGURE 2-1

BASIC COMPONENTS OF TOURISM


ACCOMMODATION AND FOOD SERVICES
ORGANIZATION AND MARKETING
TOURISM
INFRASTRUCTURE SUCH AS ROADS, UTILITIES AND AIRPORTS
HUMAN AND FINANCIAL RESOURCES
ATTRACTIONS, EVENTS, ACTIVITIES AND TOURS

Adapted from Tourism Planning and Development by Charles Kaiser, Jr. and Larry F. Helber. Boston: CBI Publishing Inc., 1978.

2.2 Most Likely to Implement

Everyone has a role to play in tourism. Nearly all components of business from the oil companies to clothing manufacturers to retailers and nearly all components of government benefit from, or contribute facilities and services to, tourism. For each direction or opportunity, the parties most likely to implement it are identified. The general categories are:

PRIVATE - private business, developer or investor.

Non-Profit - community organization, service club, community committee or board, Chamber of Commerce, Lakeland Tourist Association or Fort McMurray Tourist and Convention Bureau.

Native - Indian Band or Metis Association.

Public - Municipal, Provincial or Federal government.

In most situations, a cooperative effort is required to implement a major opportunity or direction. For instance, the construction of a major resort by a private developer would require public support through an approved plan and possibly the construction of new or improved roads and utilities to the site.

With few exceptions, the overall philosophy in designating the most appropriate or likely party to implement an opportunity or strategy, is that government is generally responsible for creating a better environment for investment and business. This includes plans, policies, incentives and concessions, and construction of basic infrastructure such as roads, utilities, signage, airports and emergency services. The private sector is responsible for investment, development and management of the tourism industry. Non-profit organizations serve to promote, develop and operate many tourism services and facilities, often complementing or cooperating with the public and private sectors.

2.3 Better Use and Management of Resources

A major topic of discussion with the public and industry has been the need to have better use and management of the Zone's resources. This includes:

- Improvement or enhancement of the environment, especially lakefronts and fisheries;
- Better organization and marketing of existing tourist events, attractions and services.
- Much better service and friendliness by frontline and all business personnel coming in contact with visitors.
- Improvement of roads.
- Upgrading of accommodations, restaurants, attractions and other tourist facilities.

Many of the directions and opportunities emphasize better use of existing resources rather than the development of new areas, attractions, facilities and services.

2.4 Lakeland Markets

A brief overview of Lakeland tourist markets will provide much of the background and justification for many of the directions and opportunities.

The lakes and the wilderness and the associated recreation activities are the main attractions for visitors to the Zone. The directions and opportunities strengthen and develop the marketable features of the Zone. The major existing and potential markets for tourism in the Zone in descending order of magnitude are:

- Edmonton - The closest metropolitan centre to the Zone. Over 700,000 residents in the Edmonton region have good access to the Zone. Sixty-six percent of Alberta visitors to the Zone in 1982 came from Edmonton.
- Northern Alberta - The Lakeland Tourist Zone is such a large area that many of the Zone's residents are tourists in their own Zone. The major centres within the Zone are major visitor markets. Residents from the neighbouring northern Alberta tourist zone, Land of the Midnight Twilight (Zone 14), are also frequent travellers into the Zone because of its accessibility and convenience to them.
- Calgary - Although this major population centre is nearly four hours drive from the Zone, the number of people living in Calgary makes it a major market. Nearly eight percent of the Alberta resident visitors to the Zone in 1982 came from Calgary.
- Rest of Alberta - Over 26 percent of the Alberta resident visitors to the Zone in 1982 came from places other than Edmonton and Calgary.
- Non-Albertans travelling east and west between Edmonton and Saskatchewan - Approximately 1.3 million vehicles each year travel Highway 16 (Yellowhead Highway) through the Zone destined to the Rockies or into Saskatchewan. There is great potential to detain a portion of the pass-through traffic.
- Saskatchewan and British Columbia - Accessibility from Saskatchewan and especially from the major population centres with good highway connections into the Zone make this the largest Canadian market. British Columbians travelling east often to destinations beyond Alberta, are the second largest Canadian market.

- International - The largest international market is the United States (16.6 percent of total non-resident visitors) with the greatest numbers coming from Alaska followed by the West-North-Central States and California. The United Kingdom is the next most popular country of origin followed by other West European nations.

As shown on Map 2 in Section One, the Zone was divided into five sub-zones for inventory and assessment purposes. Each sub-zone has its own features which make it attractive to various markets. The sub-zones and brief description of their markets and main tourist draws are presented in Table 2-1.

Details of visitor characteristics are discussed in Section Four.

2.5 Tourism Development Themes

Themes help to coordinate market, operations and tourism development planning. The themes presented here should not be confused with an advertising theme or slogan although they could be one in the same.

The Zone's name, "Lakeland" describes the high quality lakes and water resources throughout most of the Zone has already given the Zone the name "Lakeland". An examination of the resources and opportunities in each subzone reveals the themes that should be the bvasis for tourism development on each of the five subzones.

Sub-Zone 1: East-West Corridor

The settlement of the area aby a varietyof different and sometimes unique goups of people, combined with some conflicts with ;the Indians and considerable fur trade activity, make "Settlement/Fur Trade" a suitable tour development theme for this sub-zone.

Sub-Zone 2: Southwest

The natural resourse expecially the Lakies are the main features of this sub-zone. Hence, the tourism development theme is "Natural Resources/Lakeland". Fish, forests, oil and gas, farmland and lakes are the major natural resources of this sub-zone.

Sub-Zone 3: Southeast

This area is a centre of major oil and gas activity in the Province. It is also one of the major destinations for travellers from Edmonton and many other markets, especially because of its many lakes. Therefore, the tourism development theme is "Resource Development/Lakeland".

Sub-Zone 4 and 5: Fort McMurray and the North

The northern sub-zones are the last frontier for wilderness and resource development. The oil sands operates tours and the City of Fort McMurray's thirty seven thousand residentsw represent resource

TABLE 2-1

TOURIST MARKETS AND MAIN ATTRACTIONS BY SUB-ZONE

	Markets	Main Tourist Attractions
Sub-Zone 1: East-West Corridor	1. Pass through traffic primarily to and from Edmonton and Saskatchewan. 2. Residents in areas north and south of the corridor. 3. Saskatchewan and British Columbia.	Pysanka in Vegreville Elk Island National Park Ukrainian Cultural Heritage Village Weaver Park in Lloydminster Bud Miller All Seasons Park in Lloydminster
Sub-Zone 2: Southwest	1. Edmonton. 2. Rest of Alberta. 3. Saskatchewan and United States.	North Saskatchewan River Lac La Biche Lakes Fish and Wildlife Provincial Parks History
Sub-Zone 3: Southeast	1. Edmonton. 2. Major Centres in Alberta and Saskatchewan. 3. Rest of Canada, United States and International.	Lakes Fish and Wildlife Land and Water-based Recreation Provincial Parks C.F.B. Cold Lake Heavy Oil Development History
Sub-Zone 4: North	1. Alberta (especially Calgary and Edmonton). 2. United States. 3. International.	Lakes Wilderness Wood Buffalo National Park Peace-Athabasca Delta Fish and Wildlife
Sub-Zone 5: Fort McMurray	1. Edmonton. 2. Alberta. 3. Rest of Canada, United States and International.	Oil Sands Development Major Service Centre and Gateway to the Wilderness Athabasca River

development yet on their doorstep is a vast wilderness covering almost one-eighth of the area of the Province. Hence, the tourism development theme "The Last Frontier/Wilderness/Resource Development.

2.6 Directions for Tourism

Based on input received during the study process, forty "directions" for development and improvement of the tourism industry were identified. The directions are presented in Table 2-2. For each direction, the problem or situation it addresses is identified along with those parties most likely to implement it. These directions are fundamental to the success of the tourism industry in the Zone. Participants in workshops and those attending open houses emphasized that many of the directions are required before implementing many of the business and investment opportunities. The directions are not listed in order of priority.

Tourism "directions" are generally operations or policy oriented versus tourism "opportunities" which are capital or business investment oriented.

TABLE 2-2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
Attractions, Events, Activities and Tours		
1. Enhance and Maintain the Quality of the Environment Through Public Education Programs, Enforcement and Community Participation in Enhancement Programs	Overuse and poor management is threatening the environment which attracts visitors. Resource management plans are being prepared for public lands in the Zone.	Non-Profit/ Public
2. Implement Fish and Wildlife Enhancement and Protection Programs and Greater Control Over Commercial and Recreational Fishing To Ensure Existing Resource Base Remains and To Improve Habitats which will Increase Fish and Wildlife Resources	Fish and wildlife populations need to be increased to sustain increasing use. The Cold Lake Fish Hatchery will open in the Spring of 1986.	Non-Profit/ Public
3. Restrict or Eliminate Fishing During the Spawning Season	Fishing during the spawning season is reducing fish populations.	Public
4. Clean-up Appearance of Main Streets in Most Communities by General Clean-Up, Repairs and Streetscape Improvements	Many Main Streets leave a poor impression on visitors.	PRIVATE/ Non-Profit/ Public
5. Improve Cleanliness and Appearance of Tourist Facilities Such as Service Stations and Restaurants	Many tourist facilities require better maintenance and need basic repairs.	PRIVATE/ Non-profit
6. Encourage Quality Cottage/Seasonal Home Developments through Increased Bylaw Enforcement and Development of Public Access to Lakefronts	Poor quality developments and lack of bylaw enforcement have damaged the environment and restricted public access to lakes.	Public/ PRIVATE

Most Likely to Implement:
PRIVATE - Private business/developer/investor
Non-Profit - Community Organization, Service Club, Community Committee or Board, Chamber of Commerce, Lakeland Tourist Association, Fort McMurray Tourist and Convention Bureau
Native - Indian Band, Metis Association
Public - Government Funding: Municipal, Provincial and/or Federal

TABLE 2-2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS
(continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
Infrastructure		
7. Obtain Government Support for Infrastructure Development	Roads and utilities are too expensive for many new tourist developments.	Non-Profit/ Public
8. Accelerate Highway Improvement and New Construction Programs	Poor road conditions are keeping tourists away from many areas in the Zone.	Public
9. Implement Road Improvements to Pinehurst and Touchwood Lakes	These lakes have excellent potential for major recreation destination areas.	Public
10. Improve Road Signage for Attractions, Services and Facilities	It is difficult for tourists to find their way. Many get lost.	Public/ PRIVATE/ Non-Profit
11. Improve Trail Signage for Outdoor Recreation Activities	Outside of Provincial and National Parks, trail signage is almost non-existent.	Non-Profit/ Public
12. Improve Airline Accessibility Within and To the Zone	International and national air service is not provided directly into the Zone. Scheduled service is limited within the Zone.	Public/ Non-Profit/ PRIVATE
13. Target Welcome and Information Services at Major Zone and Community Entrances and Hotels	Welcome and information services are difficult to find in many communities. Bring the service to the visitors.	Non-Profit/ PRIVATE
14. Promote Zone at Lloydminster and Grand Centre Travel Alberta Information Centres	Mountain destinations are too visibly promoted in the Centres. Lakeland needs to be promoted.	Public
15. Provide Quality Year-Round Visitor Information Services in Conjunction with Other Year-Round Services such as Municipal and Chamber of Commerce Offices	Visitors come year-round not just during June, July and August.	Non-Profit/ Public

TABLE 2-2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS
(continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
Organization and Marketing		
16.Develop Comprehensive Marketing Program	There is little market planning. Market themes, product development, target marketing, etc. are required.	PRIVATE/ Non-Profit
17.Determine Markets Before Embarking on Major Tourism Marketing Efforts	Major marketing efforts are implemented without real knowledge of markets.	PRIVATE/ Non-Profit/ Public
18.Coordinate Marketing and Packaging Efforts Amongst Fishing Lodges, Fishing Camps and Wilderness Tour Operators	It is difficult for tour operators and wholesalers to deal with everyone separately.	PRIVATE/ Native
19.Develop Community Tourism Action Plans	Many communities are interested in developing tourism but need a plan of action.	Non-Profit/ Native/ Public
20.Reorganize and Coordinate Tourist Organizations in Zone	The present organizations have different objectives and levels of operation. A lot of energy is being directed at trying to keep the organizations together.	Non-Profit/ Public
21.Organize and Promote Activities, Events and Attractions in Each Season	Most promotions and attractions are too summer-oriented.	Non-Profit/ PRIVATE
22.Support Tourism Development in General Municipal Plans, Economic Development Plans and Other Municipal Policies	Most municipalities do not officially support tourism development nor have appropriate policies to deal with tourism.	Public/ Non-Profit
23.Offer Assistance to Tour Operators	It is difficult for tour operators to make their own arrangements for tours through such a large area and where the quality of facilities and services varies so much.	PRIVATE/ Non-Profit

TABLE 2-2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS
(continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
24.Develop Tourism through Local Sports Organizations and Service Clubs	Great potential as Zone ambassadors and to attract regional, provincial and national tournaments and conferences.	Non-Profit
25.Capitalize on Major Resource Based Developments such as the Oil Sands and Heavy Oil Plants	These developments are bringing in 1,000's of workers that can be enticed to visit again with family and friends.	PRIVATE/ Non-Profit/ Native/ Public
26.Give Fair Exchange on the American Dollar	Many businesses are not giving fair exchange. American visitors are not happy.	PRIVATE/ Non-Profit
27.Increase Membership and Fund Raising for the Operation of Tourist Organizations	There is not enough volunteer and financial commitment to the Tourist Organizations by many tourism and related businesses.	Non-Profit/ PRIVATE
28.Capitalize on Provincial and Federal Marketing Efforts	There are several opportunities to make marketing efforts more effective by working together.	PRIVATE/ Non-Profit
29.Improve Tourist Services for Business Visitors such as Information in Hotel Rooms	Business travellers are the largest unserviced tourist market in the Zone.	PRIVATE/ Non-Profit
30.Work More Closely with Complementary Destinations and Major Markets	Some neighbouring Zones and Edmonton are much stronger and many mutual benefits can be derived.	Non-Profit/ PRIVATE

TABLE 2-2

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM DIRECTIONS
(continued)

DIRECTION	PROBLEM OR SITUATION	MOST LIKELY TO IMPLEMENT
31. Update Fort McMurray's Image	Many of the markets still view Fort McMurray as a "boom town" without amenities.	Non-Profit/ Public/ PRIVATE
32. Capitalize on Accessibility to the Wilderness	Major population centres with facilities and services near the wilderness are important in marketing.	PRIVATE/ Non-Profit/ Native
33. Emphasize Local Awareness of Year-Round Tourism	Local residents think of tourism as a three-month industry.	Non-Profit
34. Increase Political Awareness of Tourism and Its Impacts on the Local Economy	Some politicians are not fully aware of what tourism is and its significance to the local economy.	PRIVATE/ Non-Profit/ Native
Human and Financial Resources		
35. Improve Service and Friendliness of Frontline Hospitality Personnel	Existing frontline service is generally poor.	PRIVATE/ Non-Profit
36. Establish More Tourism and Hospitality Training and Education Programs the Zone	Local managers and staff do not have ready access to programs.	Public/ Non-Profit/ PRIVATE
37. Promote New Tourism Businesses by Local Residents	The best potential for new business is within the community.	Non-Profit/ Public
38. Establish More Provincial Tax Incentives to Make Investment in the Tourism Industry More Attractive	Other industries have more attractive tax incentives for investment.	Public
39. Capitalize on Provincial and Federal Training and Funding Programs	Many existing programs can help many tourism businesses start or expand.	PRIVATE/ Non-Profit
40. Implement More Equitable Municipal Taxation for Seasonal Tourism Operations	Many tourism businesses need to have seasonally adjusted taxes to survive.	Public

2.7 Tourism Opportunities

The natural resources, man-made features of the Zone and the markets for tourism present several opportunities to improve and develop tourism in the Lakeland Tourist Zone. To contribute to the orderly and systematic development of tourism in the Zone, fifty-one tourism opportunities are identified in Table 2-3. Emphasis is placed on the identification of opportunities for implementation by the private sector and non-profit organizations which support the tourism industry. Each tourism opportunity has been identified and reviewed on the basis of the market and resource assessments and the plans and policies framework contained in other sections of this report. In addition to the identification of opportunities, their capital or operations emphasis, those most likely to implement the opportunities, markets; campatibility of the opportunities with the natural environment; and capital cost estimates are also identified in Table 2-3.

Firstly, general opportunities which apply to a large area or several places throughout the Zone are presented. Then, opportunities in each of the five sub-zones are identified. The opportunities are not listed in order of priority.

It should be understood that all communities and residents have a role to play in tourism and nearly every community in the Zone has some potential to increase tourism. Most opportunities are local and small scale and can be achieved with relatively small investments. Opportunities which have good prospects for private sector involvement or investment have been highlighted under the column "most likely to implement" by a capitalized and bold print of "PRIVATE". Many opportunities emphasize improved operations. It should be noted that all tourism opportunities require detailed plans of action or feasibility studies prior to implementation. Based on those plans and studies, detailed cost estimates can be prepared for budget purposes.

The pages following Table 2-3 expand on and provide some explanation and justification for the identified opportunities.

TABLE 2-3

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS[a]	MOST LIKELY TO IMPLEMENT[b]	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)[c]
Attractions, Events, Activities and Tours						
1. Develop Recreational Equipment Rentals for Water and Land Based Recreation Activities in Lac La Biche, Fort McMurray, Cold Lake, Bonnyville and St. Paul	C/O	PRIVATE	1	2	2	$25,000 per operation
2. Develop Conference and Meeting Facilities in Lloydminster, Cold Lake Area and Fort McMurray	C	PRIVATE	1	2	1	$1,000,000 per facility
3. Develop and Market Locally Made Souvenirs	C/O	PRIVATE/ Native/ Non-Profit	2	2	2	$5,000 per operation
4. Develop Package Tours including Local Guided Tours, Attractions, Activities, Transportation, Accommodation and Meals	C/O	PRIVATE/ Non-Profit	2	1	2	$25,000 per operation
5. Develop Base Information for Tour Operators and Tour Operator Services such as Guide Services, Welcoming Activities, Local Tour Coordination and Motorcoach Services	O	PRIVATE/ Non-Profit	2	1	1	$5,000 per operation
6. Develop Sport Fishing and Hunting Guide Services, Tour Packages and Equipment Rentals	O	PRIVATE/ Non-Profit	2	1	2	$25,000 per operation
7. Develop River Tours and Facilities on the Athabasca River featuring Fort McMurray, Bitumount and the Peace-Athabasca Delta and the North Saskatchewan River Featuring Victoria Settlement, Fort George/Buckingham House and Fort Vermilion	C	PRIVATE/ Non-Profit/ Public	1	1	2	$250,000 per river
8. Feature Native Culture During Festivals and Events through Dance, Arts and Crafts and Indian Villages	O	Native/ Non-Profit	2	2	1	Minimal

LEGEND
1 - Strongly meets criteria
2 - Moderately meets criteria
3 - Minimally meets criteria

NOTES

a. Capital or Operations Emphasis:
- C - Capital
- O - Operations
- C/O - Both Capital & Operations

b. Most Likely to Implement:
- PRIVATE - Private business/developer/investor
- Non-Profit - Community Organization, Service Club, Community Committee or Board, Chamber of Commerce, Lakeland Tourist Association, Fort McMurray Tourist and Convention Bureau
- Native - Indian Band, Metis Association
- Public - Government Funding: Municipal, Provincial and/or Federal

c. Cost Estimate:
- Refers to order of magnitude minimum capital cost estimate in 1986 dollars to start-up the operation or undertake the development. Actual costs will vary depending upon specific investment or development requirements. Operational costs are not included.

TABLE 2-3

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
9. Coordinate Events Within and Between Communities and Improve Event Hospitality for Visitors	0	Non-Profit	1	3	1	Minimal
10. Develop Major Events and Facilities in All Areas for Winter Activities such as Snowmobiling, Cross-Country Skiing, Tobogganing and Ice Fishing	C/0	Non-Profit/ Public	1	2	2	$5,000 per event Several $1,000 to a few $100,000 per facility
11. Develop New Winter Carnivals and Festivals and Improve Upon Existing Events such as the Winter Carnival in Fort McMurray and the Ice Fishing Derby in Lac La Biche	0	Non-Profit/ Public	1	2	2	$10,000 per event
12. Improve Existing Attractions such as the Pysanka in Vegreville and the Dewberry Museum by Developing Interesting Programs, Displays and Activities	C/0	Non-Profit/ Public	1	3	1	$25,000 per attraction
13. Develop Auto Tour Guide Brochures Featuring Natural Resources, Industry, History, Native Settlement and Attractions	0	Non-Profit/ Public	1	2	1	$30,000 per brochure
14. Prepare Auto Tour Guide Brochures for Major Travel Corridors and Designated Routes such as the Yellowhead Highway, Northern Woods and Water Route, Buffalo Trail, Aurora Way and Highway 63	0	Non-Profit/ Public	1	2	1	$30,000 per brochure
Accommodations and Food Services						
15. Upgrade and Improve Fixed Roof Accommodation	C	PRIVATE	1	2	1	Several $1,000 to a few $100,000 per facility
16. Serve Unique Local Cuisine in Restaurants such as Fish and Buffalo Meat	0	PRIVATE	2	2	2	Minimal
17. Develop Bed and Breakfast, Farm Vacation, Dude Ranch and Cottage/Cabin Rental Operations	C/0	PRIVATE/ Native	1	2	2	$25,000 per operation
18. Improve the Quality of and Develop New Campgrounds along the Major Travel Corridors such as Highways 16 and 63 and on lakes such as Gregoire, Frog and Lac La Biche	C	PRIVATE/ Native	1	2	2	Upgrade - Several $100 per campsite New - $3,000 per campsite
SUB-ZONE 1: EAST-WEST CORRIDOR						
19. Develop and Promote Facilities, Attractions and Services to Sell to Pass-Through Traffic on Highways 15, 16 and 45	C/0	PRIVATE/ Non-Profit/ Public	1	2	1	Several $1,000 to a few $100,000 per location

TABLE 2-3

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
20. Develop Interpretive Programs for Auto Traffic Using FM Radio Transmitters at Roadside Locations Along the Highways to Present Information on History, Agriculture, Events and Industry	C/O	Non-Profit/ Public	1	2	1	$50,000 per route
21. Develop Interpretive Signage, Programs and Tour Brochures for Historic Sites, Museums and Events	C/O	Non-Profit/ Public	1	2	1	Several $1,000 to several $100,000 per site $20,000 per program/brochure
22. Develop Agricultural Interpretive Programs for Attractions such as the Buffalo Slope Grain Elevator in Vegreville and the Vertec Farm Equipment Plant near Vermilion	O	Non-Profit/ Public	2	2	1	$25,000 per program
SUB-ZONE 2: SOUTHWEST						
23. Develop Full-Service Hotel/Motel in St. Paul	C	PRIVATE	1	3	1	$3,000,000
24. Develop Facilities for Land and Water-Based Recreation and Overnight Accommodation on Touchwood, Pinehurst and Beaver Lakes	C/O	PRIVATE Native/ Public	1	2	2	$250,000 per location
25. Develop Lakefront Attractions, Facilities and Services In Lac La Biche	C/O	PRIVATE/ Non-Profit/ Public	1	2	2	$500,000 per location
26. Develop Agricultural Interpretive Programs and Attractions such as the Smoky Lake Nursery, Redwater Fertilizer Plant and Local Crops	O	Non-Profit/ Public	2	2	1	$25,000 per program
27. Restore and Operate the Lac La Biche Mission and Lac La Biche Inn as Historic Sites	C/O	Non-Profit/ Public	1	2	1	$500,000 per site
28. Develop Interpretive Programs and Guide Brochures for Historic, Cultural and Natural Resources	O	Non-Profit/ Public	1	2	1	$30,000 per brochure
SUB-ZONE 3: SOUTHEAST						
29. Develop Full-Service Campgrounds on Moose, Muriel and Cold Lakes	C	PRIVATE/ Native	1	2	2	$5,000 per campsite
30. Develop a Wider Variety of Accommodation Facilities such as Youth Hostels, Cabin Rentals and Vacations Farms	C	PRIVATE/ Native	1	3	2	$25,000 per operation

TABLE 2-3

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
31. Develop Horseback Riding Operations	O	PRIVATE/ Native	1	2	2	Several $1,000 to a few $100,000 per operation
32. Develop Guided Tours to Attractions including the Heavy Oil Extraction Plants, Fish Hatchery, Salt Plant, Museums and Historic Sites, and Events	O	PRIVATE/ Non-Profit	1	1	1	$25,000 per operation
33. Develop Waterfront Resort and Facilities on Cold Lake	C	PRIVATE/ Public	1	1	2	$3,000,000
34. Develop Lakefront Access to and Facilities on Lakes such as Muriel, Marie, Moore, Ethel and Frog	C	PRIVATE/ Public	1	3	2	$100,000 per location
35. Develop Trails and Facilities for Hiking, Horseback Riding, Snowmobiling and Other Winter and Summer Activities	C/O	Native/ Non-Profit/ Public	1	3	2	Several $1,000 to a few $1,000,000 per facility/trail
36. Develop Fort George/Buckingham House Historic Site	C/O	Non-Profit/ Public	1	1	1	$2,000,000
37. Develop Interpretive Signage, Trails and Guide Brochures for Historic Sites and Attractions along the North Saskatchewan and Beaver Rivers	C/O	Non-Profit/ Public	1	2	2	Several $1,000 to a few $100,000 per site/attraction $30,000 per brochure
38. Interpret the History and Culture of the Area Using Auto Tour Guides and Signage to Highlight Historic Sites, Attractions, Cultural Events and Displays	C/O	Non-Profit/ Public	1	2	1	$30,000 per brochure $10,000 for signage
39. Develop Air Force Museum and Forces Base Information Signage and Brochures	C/O	Non-Profit/ Public	1	1	1	$250,000 for museum $10,000 for signage
SUB-ZONE 4: NORTH						
40. Develop Winter and Summer Wilderness Tours, Facilities and Programs for Land and Water-Based Activities such as Horseback Riding, Nature Viewing, Fishing, Canoeing, Hiking, Rafting, Dogsledding, Snowshoeing and Cross-Country Skiing and Snowmobiling	C/O	PRIVATE/ Native/ Public	1	2	2	$25,000 per operation

TABLE 2-3

LAKELAND TOURISM
DESTINATION AREA STUDY
TOURISM OPPORTUNITIES
(continued)

OPPORTUNITY	CAPITAL OR OPERATIONS EMPHASIS	MOST LIKELY TO IMPLEMENT	ATTRACTS LOCAL AND PROVINCIAL MARKETS	ATTRACTS NATIONAL AND INTERNATIONAL MARKETS	COMPATIBLE WITH NATURAL ENVIRONMENT	CAPITAL COST ESTIMATE (MINIMUM)
41.Develop Guided Tours of Wood Buffalo National Park	C/O	PRIVATE/ Native/ Public	2	1	1	Several $1,000 to a few $100,000 per operation
42.Develop Fixed Roof Accommodation and Tourist Business Facilities in Fort Chipewyan	C	PRIVATE/ Native/ Public	2	1	2	$1,000,000
43.Develop Bitumount Historic Site	C	Public/ Non-Profit	1	2	2	$1,000,000
44.Develop East-West Highway Connection with a Major Community West of the Zone	C	Public	1	2	2	Several 10's of $1,000,000
SUB-ZONE 5: FORT McMURRAY						
45.Develop Ground Services and Tours such as Tour Guide Services and Whitewater Rafting	C/O	PRIVATE	2	1	2	$25,000 per operation
46.Develop Full-Service Campgrounds	C	PRIVATE/ Native/ Non-Profit	1	2	1	$5,000 per campsite
47.Develop Weekend and Pre and Post Convention Tour Packages including Industrial, Historic and Natural Attractions and Outdoor Recreation Activities	O	PRIVATE/ Non-Profit	1	1	1	$25,000
48.Develop Regional and Provincial Convention and Meeting Market	O	PRIVATE/ Non-Profit	1	3	1	$25,000
49.Improve and Expand Floatplane, Fishing and Tour Base on the Snye (reach of the Clearwater River)	C/O	PRIVATE/ Public	2	2	2	$250,000
50.Develop Attractions, Trails and Facilities Along Riverfronts and into Surrounding Areas	C	Non-Profit/ Public	1	3	2	Several $1,000 to several $100,000
51.Implement Master Plan and Develop Interpretive Programs at Heritage Park	C/O	Non-Profit/ Public	1	3	1	$500,000

2.7.1 General Opportunities

1. Develop Recreational Equipment Rentals for Water and Land Based Recreation Activities in Lac La Biche, Fort McMurray, Cold Lake, Bonnyville and St. Paul

There is increasing participation in many outdoor recreation activities during all seasons of the year. Potential equipment rentals range from ice fishing tents to fishing boats. Except for a few boat and ski rental operations, there are no recreational equipment rentals available. There is an excellent opportunity for sporting goods stores and service stations to expand their operations to include equipment rentals on a year-round basis. Also, many existing lakefront campground and motel operations could expand their operation by providing equipment rentals.

2. Develop Conference and Meeting Facilities in Lloydminster, Cold Lake Area and Fort McMurray

The market for regional and provincial level conferences outside of the major and traditional conference centres is increasing along with the desire of many companies to hold meetings in smaller centres or near their resource extraction operations. Many local service and sports clubs have successfully bid to have their regional and provincial organizations hold conferences, meetings and competitions in the Zone.

Only a few hotel properties have adjoining conference and meeting facilities. Several other properties could develop their own facilities. Free standing convention centres are not required. For large delegations, it would be preferable to have a new recreation centre designed, or an existing centre modified, to meet conference and meeting requirements of larger groups.

3. Develop and Market Locally Made Souvenirs

With few exceptions, it is not possible for visitors to purchase locally made souvenirs. The Kehewasis dolls (Kehewin Indian Band) and red granite (near Fort Chipewyan) desk pieces are excellent examples of local crafts that should be sold as souvenirs through retail outlets in most communities. Businessmen, native groups and non-profit organizations could develop a local souvenir industry with a marketing program tied in with overall promotions for tourism in the Zone.

4. Develop Package Tours including Local Guided Tours, Attractions, Activities, Transportation, Accommodation and Meals

Lloydminster developed a tour package in 1985 based on the Northwest Rebellion Centennial with mixed response and success. Providing there is good marketing and cooperation among tourist attractions, accommodations and services, there can be success and several benefits from package tours. Some of the benefits include better quality and control in providing the tourist experience, increased facility utilization and revenue, and advance committments for use of facilities and services. It is extremely important to work with the operators/wholesalers from the major markets to sell package tours.

5. Develop Base Information for Tour Operators and Tour Operator Services such as Guide Services, Welcoming Activities, Local Tour Coordination and Motorcoach Services

There are several motorcoach tours passing through the Zone en route to other major destinations outside the Zone. An information package should be developed to assist the operator in making a decision to stay overnight in the Zone and have his passengers see attractions and participate in events and other activities.

Local coordination of services, welcoming ceremonies and recommendations for dining and accommodation will make it easier for the tour operator to plan a stop in the Zone. Tour operators require information at least six months, preferably 12 to 18 months, prior to tour departure.

6. Develop Sport Fishing and Hunting Guide Services, Tour Packages and Equipment Rentals

Presently, it is difficult for visitors to find out where to go for good fishing and hunting in the Zone. It should be easier for visitors to access the services of trained hunting/fishing guides when visiting the Zone. Maps with the most appropriate access routes to good hunting and fishing areas should be readily available. More tour packages could be developed and marketed in conjunction with nationally and internationally known companies that specialize in sport fishing and hunting. Equipment rentals would draw visitors for longer stays due to the availability of equipment to enjoy land and water based recreation activities. Equipment rentals would likely be most viable when developed as another service offered by a related business such as a sporting goods store, boat and trailer dealer or campground.

7. Develop River Tours and Facilities on the Athabasca River featuring Fort McMurray, Bitumount and the Peace-Athabasca Delta and the North Saskatchewan River Featuring Victoria Settlement, Fort George/Buckingham House and Fort Vermilion

The Athabasca and North Saskatchewan Rivers were the major trade and travel corridors into and through the Zone for fur traders and settlers. There are a few commercial and recreational boat operations on the Athabasca River but none on the North Saskatchewan River through the Zone. Steamboats once plied the North Saskatchewan from Lake Winnipeg to Edmonton. Until the 1970's, Fort McMurray was an inland port for commercial ships and barges to the Arctic Ocean. Now only a few barges a year supply Fort Chipewyan.

There are a few small scale river tour operations using motorboats and small launches on the Athabasca River. There is an opportunity to expand these operations out of Fort McMurray. Cruises could range in length from an hour or two to several days to include Fort Chipewyan. Maps, information/interpretive guides, signage and camps along the River should be developed. To keep navigation open, the Federal Government must maintain the coast guard operation on the Athabasca River.

Considering there are no major population centres in the Zone on the North Saskatchewan River, a limited season of operation on the River and considerable capital required, it is not feasible to develop a commercial cruise ship operation on the North Saskatchewan River through the Zone. Rapids at Victoria Settlement restrict most travel by boat from Edmonton further into the Zone. However, there are good opportunities to develop facilities to serve river users at several points along the river. Interpretive signs, river guides and camping facilities could be developed in conjunction with Victoria Settlement, Duvernay, Fort George/Buckingham House and the XY Company Post.

8. Feature Native Culture During Festivals and Events through Dance, Arts and Crafts and Indian Villages

Many community events and festivals could increase their attractiveness to visitors by including native programs. If included, care must be taken to ensure native components are not simply token. The crafts, dances and chanting of native people are of great interest to international visitors.

9. Coordinate Events Within and Between Communities and Improve Event Hospitality for Visitors

Most community events and festivals in the Zone are concentrated on just a few summer weekends. They are largely planned for the residents with little consideration for visitors and poor coordination with events in neighbouring communities. Better coordination of events within the community as well as with neighbouring communities is required to increase the possible length of stay by visitors to an area. Special arrangements should by made to identify visitors and make them feel welcome and a part of the event. The theme of the event should extend throughout the community, not just at the exhibition or fair grounds.

10. Develop Major Events and Facilities in All Areas for Winter Activities such as Snowmobiling, Cross-Country Skiing, Tobogganing and Ice Fishing

Trails, signage, maps and basic shelters/toilets are required to support winter activities. Local sport/recreation clubs and organizations could undertake projects to develop these facilities. The large tracts of Crown land in the Zone provide a good land base for the development of these facilities.

11. Develop New Winter Carnivals and Festivals and Improve Upon Existing Events such as the Winter Carnival in Fort McMurray and the Ice Fishing Derby in Lac La Biche

Winter carnivals and festivals have good potential to attract more visitors providing there is an opportunity to participate, special provisions are made to deal with extreme weather conditions, and some indoor events and celebrations are planned as part of the festivities. Local restaurants and accommodation facilities should be involved in creating special items and activities in their properties to complement the themes and activities of the winter carnivals or festivals.

12. Improve Existing Attractions such as the Pysanka in Vegreville and the Dewberry Museum by Developing Interesting Programs, Displays and Activities

More dynamic displays would heighten the interest and experience of visitors in many attractions. During peak use periods, trained interpreters should be utilized to animate attractions with stories, conduct activities in period costumes, answer visitors' questions, rearrange displays and demonstrate activities. Most community museums such as Smoky Lake Museum, Barr Colony Museum, St.Paul Cultural Centre and Lac La Biche Museum could benefit from these types of improvements. Generally, it would be better to spend resources on improving attractions with live demonstrations rather than on expansion or capital improvements.

13. Develop Auto Tour Guide Brochures Featuring Natural Resources, Industry, History, Native Settlement and Attractions

Auto tour guide brochures could be developed for several routes as shown in Table 2-4. Map 3 illustrates the proposed circle tours. The guide brochures would describe the routes with interesting stories and facts about natural features, museums, the people and the communities. Pictures and diagrams would illustrate the routes, processes and stories told in the brochures. In some cases, several routes could be combined into one brochure. The scope, quality and cost of producing brochures will vary greatly depending on the area and themes of each tour and the production quality and number of brochures.

Some of the guide routes extend into other tourist zones and the Province of Saskatchewan. The development of auto tour guides should be coordinated in these cases.

TABLE 2-4

PROPOSED TOUR ROUTES AND THEMES FOR AUTO TOUR GUIDE BROCHURES

Route	Main Features	Themes
1. Edmonton- Highway 16E Highway 15W Highway 21S	Elk Island National Park Ukrainian Cultural Heritage Village Mundare Museum Moravian Settlement in Bruderheim	Ecology Resource-Development Settlement Agriculture
2. Edmonton- Highway 16E Highway 36N Highway 45W S.R. 857N Highway 45W Highway 15S Highway 21S	Elk Island National Park Ukrainian Cultural Heritage Village Buffalo Slope Grain Elevator Shandro Historical Village and Pioneer Village Pysanka in Vegreville	Agriculture Settlement Fur Trade Ecology
3. Lloydminster- Highway 16W S.R. 897 N Highway 45W Highway 41N S.R. 646E S.R. 641E SK Highway 3W Highway 17S	Dewberry Museum Elk Point Museum Fort George/Buckingham House Canadian Salt Company Frog Lake Massacre Site Onion Lake Frenchman Butte Weaver Park Heavy Oil Development	Northwest-Rebellion Native-Settlement Fur Trade Settlement Resource-Development Ecology
4. Edmonton- Highway 37N Highway 28E Highway 36N S.R. 663W Highway 63S Highway 37S	Redwater & District Museum Smoky Lake Museum Victoria Settlement Kikino Wildlife Park Lac La Biche Inn Moslem Mosque in Lac La Biche	Ecology Settlement Fur Trade Resource-Development
5. St. Paul- Highway 28W Highway 36N Highway 28W Highway 36N Highway 55E Highway 28W Highway 41S Highway 28W	U.F.O. Landing Pad in St. Paul St. Paul Cultural Centre Kehewin Uplands Garner Lake Provincial Park Sir Winston Churchill Prov. Park Heavy Oil Extraction Cold Lake Provincial Park Saddle Lake Cultural Museum	Settlement Ecology Resource-Development Fur Trade Native-Settlement Lakes
6. Lac La Biche- Highway 55W S.R.858N S.R.868S	Lac La Biche Inn Moslem Mosque in Lac La Biche Lac La Biche Mission Sir Winston Churchill Prov. Park	Fur Trade Settlement Ecology Transportation

14. Prepare Auto Tour Guide Brochures for Major Travel Corridors and Designated Routes such as the Yellowhead Highway, Northern Woods and Water Route, Buffalo Trail, Aurora Way and Highway 63

None of the major travel corridors and designated travel routes have comprehensive auto tour guide brochures. Since most of the routes extend into neighbouring tourist zones and Provinces, a major coordinated effort would be necessary to produce guides for complete routes. Signage and other roadside improvements are necessary to bolster the theme for each trail, identify features and services, and provide information about attractions.

15. Upgrade and Improve Fixed Roof Accommodation

Hotels in communities near oil and gas exploration and development areas are presently experiencing high occupancy levels. There is insufficient information to determine if this will be sustained or if a decline will be experienced. Until such time that the market is stable, hotel operators should concentrate on upgrading and improving their properties with limited expansion of rooms and addition of amenities. In many small centres, hotel properties need considerable upgrading to be "good" tourist properties. Emphasis should be placed on redecoration, general cleanliness and improved customer service.

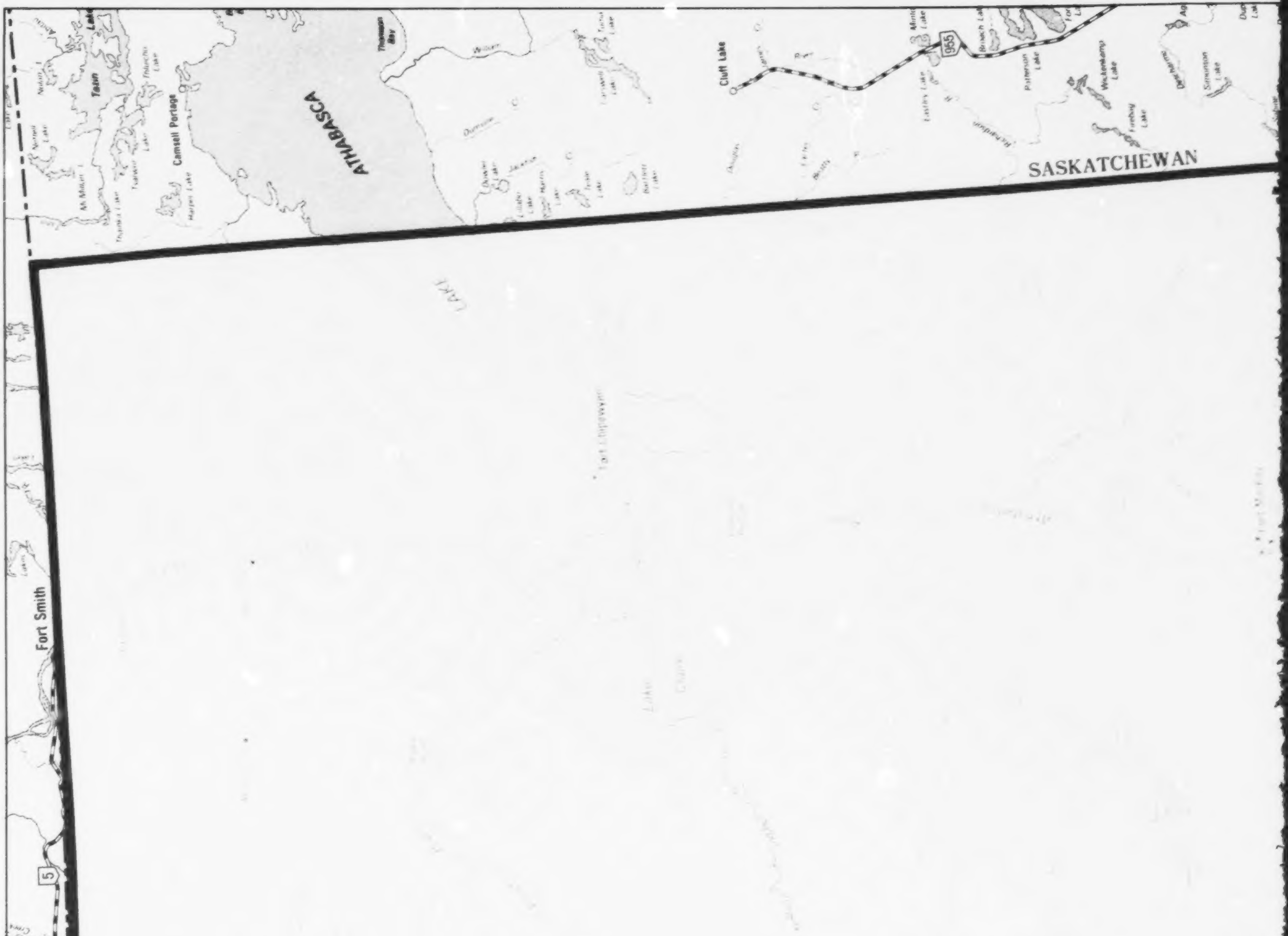
16. Serve Unique Local Cuisine in Restaurants such as Fish and Buffalo Meat

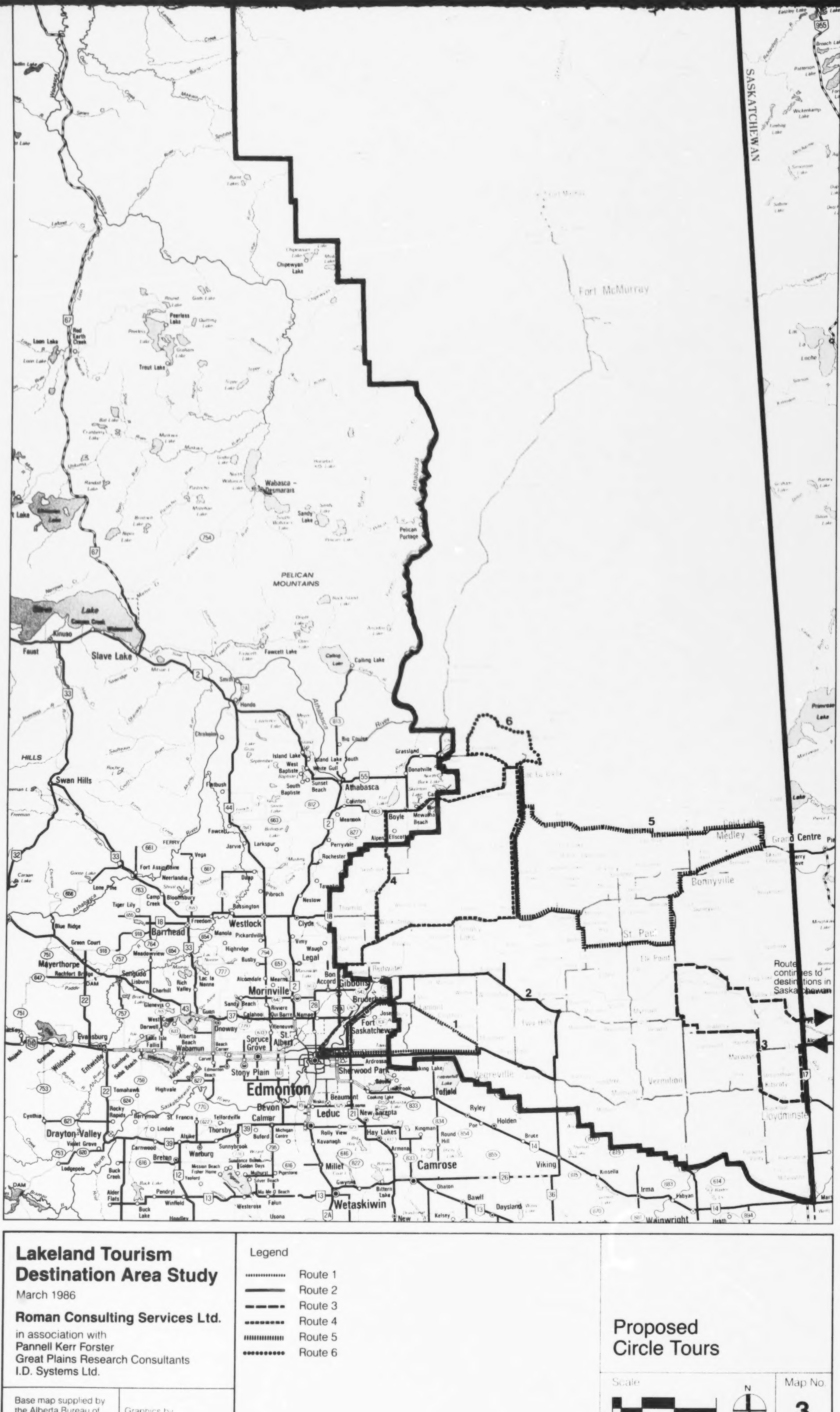
Most restaurants serve standard menu items with little deviation or experimentation. Since local fishing and game harvesting is popular, restaurants should experiment with serving unique local cuisine such as fresh fish, buffalo meat and waterfowl. Ethnic foods could also be added to some menus.

17. Develop Bed and Breakfast, Farm Vacation and Cottage/Cabin Rental Operations

There is very little accommodation in the Zone which allows visitors to experience the environment which drew them to the area. Bed and breakfast operations could work well in smaller communities unable to support a tourist class hotel. Farm vacations, in conjunction with outdoor wilderness experiences, would supplement the incomes of a few farmers. Farm vacation operations would be most suited to the Kehewin Uplands area near Bonnyville, the North Buck Lake/Beaver River area near Boyle and the Beaver Lake area near Lac La Biche.

There is an opportunity to establish a cottage rental agency for the Southeast Sub-Zone. Cottage/cabin rental developments in conjunction with other lakefront and marina facilities and the expansion of existing operations would add to the range and style of accommodation available to visitors.


ATHABASCA
SASKATCHEWAN
NORTHWEST TERRITORIES
Fort Smith
Camsell Portage
Thomson Bay
Tazin Lake
Cluff Lake
955
Fort Chipewyan
5
Fox Lake
River
Vermilion Falls
John D'or Prairie
58
Peace
67
Wabasca
Wentzel Lake
Margaret Lake
Eva Lake
Whitesand
Buffalo


SASKATCHEWAN
Fort McMurray
Athabasca
PELICAN MOUNTAINS
Wabasca - Desmarais
Slave Lake
Swan Hills
Athabasca
Westlock
Barrhead
Morinville
St. Albert
Spruce Grove
Stony Plain
Edmonton
Sherwood Park
Fort Saskatchewan
Gibbons
Leduc
Camrose
Wetaskiwin
Drayton Valley
Mayerthorpe
Vegreville
Two Hills
St. Paul
Bonnyville
Grand Centre
Vermilion
Lloydminster
Wainwright
Viking
Tofield
Boyle
Lac la Biche
Medley
Elk Point
Route continues to destinations in Saskatchewan
1
2
3
4
5
6

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Legend

┈┈┈	Route 1
━━━	Route 2
╍╍╍	Route 3
┅┅┅	Route 4
▮▮▮	Route 5
●●●	Route 6

Proposed Circle Tours

Scale 0 5 15 30 50 km

N

Map No. 3

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

18. Improve the Quality of and Develop New Campgrounds along the Major Travel Corridors such as Highways 16 and 63 and on lakes such as Gregoire, Frog and Lac La Biche

Full service campgrounds with more recreational amenities are needed along the major travel corridors for the increasing number of motorhomes, trailers and other recreational vehicles. To help serve local resident use and thereby allow more campsites to be available for visitors, more campsites are required on lakefronts with good beaches. Lakes with large numbers of private lots and little public access have limited potential for redevelopment into combined cabin rental/campground sites, thereby increasing access to lakes.

2.7.2 Opportunities in the Sub-Zones

The discussion of these opportunities will be limited to a brief justification with a description to clarify the opportunity as required.

Sub-Zone 1: East-West Corridor

19. Develop and Promote Facilities, Attractions and Services to Sell to Pass-Through Traffic on Highways 15, 16 and 45

Millions of vehicles per year pass through the Zone en route to other destinations. Lloydminster serves as a major gateway into the Zone, Alberta and Saskatchewan. Residents of Lloydminster are promoting the fact that their City straddles the Alberta-Saskatchewan border.

Campgrounds, signage to attractions and tourist services north and south of the highways and in communities, clean appearance of all properties along the highways, well publicized activities and events at locations near the highways and good service at fueling stations and restaurants will contribute to increasing the length of stay and expenditures in the Zone by pass-through traffic.

20. Develop Interpretive Programs for Auto Traffic Using FM Radio Transmitters at Roadside Locations Along the Highways to Present Information on History, Agriculture, Events and Industry

This would be a pilot program to determine the feasibility of utilizing low power FM radio transmitters for auto tours and visitor information. Commercial sponsorship of this program should be considered.

These programs would bring information about the Zone to the people and possibly create interest to stay longer or come back again.

21. Develop Interpretive Signage, Programs and Tour Brochures for Historic Sites, Museums and Events

Coordinated interpretive signage, programs and tours for historic sites, museums and events could highlight the multicultural heritage of the area, community museums and historic sites highlighting settlement, the fur trade, and oil and gas exploration.

22. Develop Agricultural Interpretive Programs for Attractions such as the Buffalo Slope Grain Elevator in Vegreville, Crops and the Vertec Farm Equipment Plant near Vermilion

Agriculture is the most readily visible theme for visitors travelling through the corridor. The development of interpretive programs, signage and tours at agricultural industry facilities would satisfy interest created by their visibility from the highway.

Sub-Zone 2: Southwest

23. Develop Full-Service Hotel/Motel in St. Paul

St. Paul is a major business and government centre without a full-service hotel. The hotel should have a minimum of 50 rooms with food and beverage services, meeting rooms and some recreational amenities.

24. Develop Facilities for Land and Water-Based Recreation and Overnight Accommodation on Touchwood, Pinehurst and Beaver Lakes

The Lakeland Sub-Regional Integrated Resource Plan identified Beaver, Pinehurst and Touchwood Lakes as suitable for major recreation destination areas for a wide range of water-based and upland recreation activities. Auto access camping areas, group camping and day use areas, trail systems and boat launch facilities on these lakes are envisioned. Private sector operators should be allowed to lease the land for development and the Provincial and local governments should provide assistance in construction of infrastructure and proper resource management.

Based on the study team's assessment of North Buck Lake, it also appears to be suitable for intensive recreation area and campground development. A resource management plan is being prepared for the lake and surrounding area and there has been local public input indicating a preference to not encourage more tourism.

25. Develop Lakefront Attractions, Facilities and Services in Lac La Biche

Lac La Biche has excellent beach frontage with services and accommodations in the town. However, there are very limited facilities for public use of the beach and the lake. Campgrounds, a marina and other tourist facilities and services such as a hotel or restaurant should be carefully developed on or overlooking the lake. Trails along the lakefront should connect Lac La Biche Mission through the town to Sir Winston Churchill Provincial Park.

26. Develop Agricultural Interpretive Programs and Attractions such as the Smoky Lake Nursery, Redwater Fertilizer Plant and Local Crops

Agriculture is a readily visible theme in this sub-zone yet few programs and tourist attractions have been developed to present this to the visitor. Signage, guided tours and information brochures are required.

27. Restore and Operate the Lac La Biche Mission and Lac La Biche Inn as Historic Sites

The Lac La Biche Mission was established in 1853. It was the site of the first wheat grown in Alberta. The Lac La Biche Inn (McArthur Inn) is architecturally unique and represents both transportation (coming of the railway) and settlement themes. These sites can be linked by trail and through interpretive programs and guide brochures to other historic sites in the area such as the Hudson's Bay Post, Beaver Lake Mission, Moslem Mosque and Portage La Biche (used as early as the mid -1700's). Practical use of the historic sites such as banquets and meetings should be considered to generate revenue to offset some or all of the operating costs.

28. Develop Interpretive Programs and Guide Brochures for Historic, Cultural and Natural Resources

The lakes, rivers, uplands and plains of the area and cultural and historic resources such as Victoria Settlement, historic sites, Indian and Metis settlements and community museums provide a wide array of interesting material for self-guided hiking, riding and auto tours.

Sub-Zone 3: Southeast

29. Develop Full-Service Campgrounds on Moose, Muriel and Cold Lakes

There are less than 300 serviced campsites in the Zone. Campgrounds on Moose, Muriel and Cold Lakes are amongst the most popular in the Zone and there is an increasing demand for services by motorhome and trailer campers. Full-service campgrounds should have central facilities with showers, basic foodstuffs for sale, boat and equipment rentals and fully and partially serviced campsites to provide better experiences for visitors and reduce impacts on the environment.

30. Develop a Wider Variety of Accommodation Facilities such as Youth Hostels, Cabin Rentals and Vacation Farms

Existing accommodation facilities are very limited in the type of experience provided and their relationship to scenery and lakefronts. Most properties have views of parking lots and adjacent commercial/industrial development. Youth hostels, cabin rentals and vacation farms can take advantage of the scenery by building outside the communities and by providing vacation visitors direct access to the outdoors.

31. Develop Horseback Riding Operations

There are only a few horseback riding operations in the Zone. The rolling terrain and open pastures in many areas of the Zone, especially in the southeast are very suitable for horseback riding. According to Travel Alberta Information Centre counsellors in Grand Centre, there are several requests each season for horseback riding. Unfortunately, the two known facilities, one near Ashmont and other in Lloydminster, are too far away. The Kehewin Uplands south of Bonnyville is an excellent area for trails, especially for horseback riding. A riding facility could also be developed in conjunction with snowmobiling, cross-country skiing and hiking trails.

32. Develop Guided Tours to Attractions including the Heavy Oil Extraction Plants, Fish Hatchery, Salt Plant, Museums and Historic Sites, and Events

Esso Resources presently operates tours to its heavy oil extraction plants for approximately 2,000 people per year. These are mainly organized industry and government groups. The new fish hatchery (to be opened in the spring of 1986) will be another major attraction in the area. Guided tours operated by a tour company could alleviate some problems associated with companies trying to run such a tour service to or in their own plants without interrupting operations. There is good potential for an existing transportation company or travel agency to operate guided tours.

33. Develop Waterfront Resort Facilities on Cold Lake

The south and west shores of Cold Lake have several sites suitable for the development of a major resort. Combined with a marina facility, trails/walkways around the lake and resort facilities such as a pool, tennis courts and other amenities, a major resort development has an excellent chance of succeeding. Resort condominium or time-share development and a first-class full-service campground might also contribute to the success of this project.

The Town of Cold lake is undertaking several improvements to the lakefront and also planning to build a marina and improve other lakefront properties. The Town of Cold Lake could develop into a major destination resort community. The redevelopment of its lakefront properties with accommodation, restaurants and other tourist facilities is a high priority.

34. Develop Lakefront Access to and Facilities on Lakes such as Muriel, Marie, Moore, Ethel and Frog

Many people complain about limited public access to the lakes. Through replots of existing lots and implementation of community trail development programs and the construction of good boating and beach facilities, better access and use can be attained to many of Alberta's best beaches located in this area.

35. Develop Trails and Facilities for Hiking, Horseback Riding, Snowmobiling and Other Winter and Summer Activities

There are many informal trails throughout the area known only to residents. Visitors need more information about the locations of trailheads, parking, facilities, trail features, distance and level of difficulty. Local groups such as a snowmobile club could develop trails with signage, shelter/toilet facilities and maps.

36. Develop Fort George/Buckingham House Historic Site

The residents of Elk Point and area have been working for several years to secure the development of the site. It is a unique historic site in that two rival companies operated fur trading posts next to each other. Alberta Culture has prepared a Master plan for the site recommending partial reconstruction of the forts and establishing an interpretive program. The site would be the focal point for historical interpretation of the fur trade in the area. A private museum in Elk Point displays many artifacts from the fort sites and the surrounding area.

37. Develop Interpretive Signage, Trails and Guide Brochures for Historic Sites and Attractions along the North Saskatchewan and Beaver Rivers

Auto touring, canoeing and hiking trails with signage and guide brochures interpreting the fur trade and exploration along the Beaver and North Saskatchewan Rivers should be developed. The fur trade history and settlement themes would link sites along the rivers together through interpretive signage, trails and guide brochures.

38. Interpret the History and Culture of the Area Using Auto Tour Guides and Signage to Highlight Historic Sites, Attractions, Cultural Events and Displays

This recommendation reinforces the significance of the area's history and cultural settlement. These themes are a common link between communities throughout the Zone. Ukrainian, French, Metis and Indian settlement history are well suited to interpretation in this sub-zone.

39. Develop Air Force Museum and Forces Base Information Signage and Brochures

The Canadian Forces Base - Cold Lake hosts military personnel and their planes from several NATO countries for exercises on a regular basis. It is most recently noted as the terminus for test flights of the Cruise Missile over northern Canada and the home of Canada's new F-18 fighter jets. It would be appropriate for Grand Centre to have an Air Force Museum to commemorate Air Force personnel, their accomplishments and their aircraft. Also, general information pamphlets would assist visitors in identifying some aircraft during exercises and shows. This would be an opportunity for the Air Force to promote the importance of air defence and its search and rescue operations.

Sub-Zone 4: North

40. Develop Winter and Summer Wilderness Tours, Facilities and Programs for Land and Water-Based Activities such as Horseback Riding, Nature Viewing, Fishing, Canoeing, Hiking, Rafting, Dogsledding, Snowshoeing, Cross-Country Skiing and Snowmobiling

This sub-zone is a large, wilderness area of Alberta accessible mainly by aircraft. It is only three to six hours drive from Edmonton and it has a large service centre (Fort McMurray) with good quality facilities and services at its heart. The area is accessible by a few commercial airlines through Fort McMurray and local charter flight services. The existing lodge and tour operators and the environment can handle considerably more visitors. In some areas, expanded, improved and new lodge facilities will be required. More effective marketing combined with improved quality of operations and tour experiences are required to draw more users from provincial, national and international markets.

41. Develop Guided Tours of Wood Buffalo National Park

Wood Buffalo National Park is the largest in Canada's national parks system. It has also been designated a World Heritage Resource. There are a variety of land and water based tour opportunities in and immediately adjacent to the park based on the following unique features:

- World's largest population of free roaming buffalo (approximately 4,000 to 5,000);
- Convergence of four North American waterfowl flyways;
- Gypsum Karst topography;
- Salt plains;
- Red granite deposit near Fort Chipewyan;
- Peace - Athabasca Delta;
- Only nesting area in the world for Whooping Cranes (approximately 100);
- Slave River rapids for whitewater rafting adventures; and
- Fort Chipewyan, Alberta's first community established in 1788.

An increasing number of foreign visitors are going to Wood Buffalo National Park. There are several interpretive programs and facilities available in the park for tour groups and individuals. Several tour companies operating out of Western Canada presently include the park in their tours. Wilderness guides operating in the park must be licensed by Parks Canada.

42. Develop Fixed Roof Accommodation and Tourist Business Facilities in Fort Chipewyan

The Indian Bands, Metis Association and other tourist businesses have formed the Fort Chipewyan Regional Tourism Development Corporation to pursue the development of a Tourist Lodge. The lodge would provide quality overnight accommodation for visitors to Fort Chipewyan and provide a central facility for tourist businesses in the area. Local tourist businesses are experiencing an upward trend in customers for wilderness and fishing tours. Tours are offered to remote northern Lakes, in the Peace-Athabasca Delta and into Wood Buffalo National Park.

43. Develop Bitumount Historic Site

Bitumount is an oil extraction plant located on the east bank of the Athabasca River approximately 25 km north of Fort MacKay. The site was designated as a Provincial Historic Resource in 1974, and contains historic remains of two plants for extraction of oil from the tar sands. One plant, the Fitzsimmon's Plant, represents the technology of the 1930's, while another plant funded by the provincial government represents the technology of the late 1940's and early 1950's. The Bitumount Historic Site would interpret the development of the oil sands extraction process, the associated business risks and challenges and its significance to the growth and development of northeastern Alberta. It would complement the modern plants near Fort McMurray and the Oil Sands Interpretive Centre in Fort McMurray. Present efforts are being directed at stabilization of the site to prevent further deterioration. Local historical organizations could play a major role in the development and operation of the Bitumount site.

44. Develop East-West Highway Connection with a Major Community West of the Zone

An east-west highway connection is required between Highway 63 and Highway 67 to connect to a major northern community west of the Zone. This would allow rubber-tire tourist traffic to minimize the amount of doubling-back along Highway 63 and make it more interesting and feasible to include points north of Lac La Biche in auto and motorcoach tour programs.

Sub-Zone 5: Fort McMurray

45. Develop Ground Services and Tours such as Tour Guide Services and Whitewater Rafting

The development of ground services and tours are an integral part of developing Fort McMurray as a tourist destination. The operation of the oil sands plant and city tour by the Fort McMurray Tourist and Convention Bureau has been extremely successful. The increasing number of motorcoach tours coming to Fort McMurray to see the plants and the interpretive centre present an opportunity to expand services to these groups. Ground services for groups could expand to packaging and promoting wilderness hiking, fly-in fishing, hunting, whitewater rafting and riverboating. Fort McMurray should be packaged and promoted as the gateway to northern Alberta's wilderness.

46. Develop Full-Service Campgrounds

Existing campgrounds in Fort McMurray and area are overused on most summer weekends. There are no serviced campsites available for motorhomes and trailers.

47. Develop Weekend and Pre and Post Convention Tour Packages including Industrial, Historic and Natural Attractions and Outdoor Recreation Activities

The scheduled commercial airline connections with Edmonton and Calgary present a major opportunity to promote weekend leisure tours and tours before and after conventions in Edmonton and Calgary. Fort McMurray presents a good alternate "northern" destination that offers unique wilderness and educational experiences.

48. Develop Regional and Provincial Convention and Meeting Market

Fort McMurray has a lot to offer the regional and provincial convention and meeting market including:

- good quality hotel properties, banquet and meeting facilities;
- unique environment and situation - relative to the wilderness, rivers and resource development in the immediate area;
- strong business ties with national and international companies;
- a tourism industry organization that can assist in planning conventions and meetings;
- good scheduled airline connections;
- a new location for conferences and meetings; and
- a city atmosphere - Alberta's sixth largest centre.

49. Develop Floatplane, Fishing and Tour Base on the Snye (reach of the Clearwater River)

Fort McMurray is the gateway to Alberta's northern wilderness. With its excellent accommodation and services, it is necessary to reinforce the function of Fort McMurray as the Alberta base for fly-in fishing and northern wilderness tours. The Snye should be developed to a level which reflects the stature and significance of this business to tourism in the north. It is also an opportunity to capitalize on the riverfront and bring other related or benefitting tourist businesses into a central location to make access by visitors more convenient.

50. Develop Attractions, Trails, and Facilities Along Riverfronts and into Surrounding Areas

Fort McMurray should sell its beautiful waterfronts as a tourist attraction. Restaurants, hotels, campgrounds and tourist attractions should have prime locations along the river and capitalize on the attraction of marine activities and the view of the surrounding wilderness. Trails, boardways, viewpoints, interpretive signage and landscaping improvements are required to enhance the experience of visitors to the riverfronts.

51. Implement Master Plan and Develop Interpretive Programs at Heritage Park

Heritage Park needs to go through the transition from a depository of artifacts to an exciting and interesting display and interpretation of history. Heritage Park is an excellent concept to present the history of settlement and resource development.

2.8 Constraints to Tourism

The Lakeland Tourist Zone is not without its constraints to improvement and development of tourism. The following list of constraints can be overcome, but they need careful consideration when planning and implementing the opportunities and directions presented in this report. Of course, many of the opportunities and directions, if implemented, would overcome many of the constraints.

- Most tourism development opportunities are of limited scale and do not provide rewarding full-time employment for residents.
- It is expected that provincial and federal governments will play a role in tourism development, particularly from a marketing and funding perspective. Major tourism developments will likely require a partnership between government and business.
- Visitor accommodation facilities are occupied by workers for prolonged periods during major economic development activities.
- Long driving distance from Edmonton and other markets to northern part of the Zone.
- There is little awareness of the Zone by major markets. Tour planners and operators know little about the attractions, facilities and events in the Zone.
- Bad experiences with services and facilities by visitors in the past make it difficult to get them to come back again.
- The largest proportion of visitors come during the summer months. Many tourist dependent businesses are limited or not feasible because financing cannot be based on a limited season.
- The appearance of many small towns needs considerable upgrading to improve their visual appeal to visitors.
- The level of service, cleanliness and friendliness in many hotels, motels, restaurants and gas stations needs considerable improvement.
- The tourism opportunities for potential visitors to this Zone must compete with alternate opportunities throughout Alberta, Canada, and around the world.

3

Lakeland Resources

SECTION THREE

LAKELAND RESOURCES

The inventory of natural, cultural, historical and industrial features, as well as tourism facilities, attractions and services, are paramount to the assessment of tourism in the Lakeland Tourist Zone. This section presents an inventory of resources using four major categories.

1. Tourism Resources - attractions, events, tours, accommodation, food and beverage services, parks, campgrounds, fly-in fishing lodges, fly-in fishing tent camps, facilities on Indian Reserves and in Metis Settlements, outdoor recreation facilities, transportation services and facilities, and vehicle services.

2. Biophysical Resources - the physiography, rivers and lakes, vegetation, wildlife and fish in each of four ecoregions in the Zone; a description of significant and unique physical and biological resources.

3. Heritage Resources - a historical overview of the Zone and the identification of heritage sites, attractions and resources.

4. The Economy and Human Resources - an economic overview highlighting major developments and population characteristics.

3.1 Tourism Resources

3.1.1 Attractions

Approximately 75 tourist attractions were identified in the Lakeland Tourist Zone. Table 3-1 shows the variety of attractions in the Zone. Most of the attractions are historical but there are unique attractions of every type. Some of the more significant or unique attractions are:

- Elk Island National Park
- Ukrainian Cultural Heritage Village
- Fort McMurray Oil Sands Interpretive Centre
- UFO Landing Pad in St. Paul
- Saddle Lake Cultural Museum on the Saddle Lake Indian Reserve
- Giant Pysanka (Ukrainian Easter Egg) in Vegreville
- Heavy oil extraction operations in the Cold Lake area
- Syncrude and Suncor Oil Sands Plants near Fort McMurray
- Imhoff Art Gallery in Lloydminster
- Canadian Salt Plant near Lindbergh
- Wood Buffalo National Park
- Frog Lake Massacre Historic Site
- Shandro Village and Pioneer Museum
- Victoria Settlement near Smoky Lake
- Fort George/Buckingham House Historic Site near Elk Point

TABLE 3-1

ATTRACTIONS BY TYPE

		No.	%
Art/Ethnocultural		5	6.7
Industry	- Agriculture	5	6.7
	- Forestry	1	1.3
	- Fishing	2	2.7
	- Oil and Gas	6	8.0
	- Military	2	2.7
	- Other	2	2.7
History		37	49.3
Nature/Wildlife/Scenery/Outdoor Recreation		9	12.0
Religious		3	4.0
Science and Research		3	4.0
		75	100.0

Source: Lakeland Tourist Association and Field Research

A few of the significant attractions in the Zone are described below. A list of attractions by community is presented in Appendix D.

National and Provincial Parks, which are also major tourist attractions, are discussed in Section 3.1.7. Descriptions of natural attractions and biophysical features are presented in Section 3.2.

Fort McMurray Oil Sands Interpretive Centre

Opened in early September 1985, this Alberta Culture centre showcases oil sands technology and history. Equipment displays, multi-media presentations and hands-on displays allow visitors to explore and familiarize themselves with oil sands technology. As well as indoor features, the centre has an outdoor "industrial artifact garden" created with the machines and equipment used in oil sands exploration and mining. The centre is expecting 60,000 visitors during the first year of operation with attendance expected to double over the next three to five years. The staff are anticipating that it will be predominantly school groups visiting the centre. There is no admission charge and it is open year round.

Syncrude/Suncor Oil Sands

Both the Syncrude and Suncor plants operate in the Athabasca oil sands, the world's largest single oil deposit, covering 48,000 square km. The recoverable oil is estimated to be between 626 to 862 billion barrels. The tremendous size, longevity and changing technology of these projects make them very unique on an international scale.

Suncor is the older and smaller of the two oil sands recovery projects. Completed in 1967 after 12 years and a $300,000,000 investment, the plant now processes and ships 58,000 barrels of synthetic crude oil daily for processing at refineries in Canada and the United States. Approximately 120,000 tonnes of oil sands are mined daily. It takes the equivalent of two tonnes of oil sands to produce one barrel of synthetic crude oil.

The Syncrude oil sands recovery plant was completed during the summer of 1978. Capable of removing 179,000 barrels of synthetic crude oil daily from 300,000 tonnes of oil sand, this plant produces over 10 percent of Canada's oil.

Both oil sands recovery projects are located in an area 30-40 minutes drive north of the City of Fort McMurray. Tours of both plants were operated during the 1985 Alberta Summer Games (August 7 - 10) by the Fort McMurray Tourist and Convention Bureau. Guided motorcoach tours are operated on a regular daily schedule through July and August and a few times a week during the other summer months. The tour includes a visit to the Syncrude plant where a guide employed by Syncrude conducts a tour of the site. The charge for the tour in 1985 was $5.00. The tour had 3,400 riders in 1984 and 3650 riders in 1985. Individual tours are booked through the Fort McMurray Tourist and Convention Bureau. Tours to the Suncor plant were conducted during the Summer Games period only. Suncor is developing a viewpoint with interpretive displays at their plant. Special group tours can be booked directly with either plant. There is no charge for group tours, although they are generally restricted to business, government and political groups.

Ukrainian Cultural Heritage Village

Located 50 km east of Edmonton on Highway 16, the Ukrainian Cultural Heritage Village is a demonstration of early Ukrainian culture and settlement experiences delivered by interpreters in costume. There are several popular festivals at the village including Pioneer Days, the Ukrainian Cultural Festival and the Fall Festival. Historic buildings and artifacts are preserved, restored and then arranged to display various stages of Ukrainian settlement. The village is being developed by Alberta Culture over a five year period and will be completed in 1987. Visitor statistics for 1983 (22,576 people) and

1984 (42,798 people) indicate this attraction is one of the most popular in the Zone. There is no admission charge and it started year round operation in the fall of 1985.

Victoria Settlement Provincial Historic Site

Located 16 km south of Smoky Lake off Secondary Road 855, the site of Fort Victoria was designated as a Provincial Historic Resource site on June 15, 1976. Archaeological work, furnishing the site and staffing it was completed to reflect the lifestyle of the 1890's. The community dates back to 1860 and had several influxes of people of different origins. A Methodist Mission and Hudson's Bay Post served the needs of the native, Metis and Ukrainian settlers. A visit to the settlement includes a short slide-tape presentation and a tour with a costumed guide to the McDougall Mission Site, McDougall Graves, the 1906 Pakan Methodist Church and the restored Hudson's Bay Company clerk's quarters. There is no admission charge and is open Victoria Day weekend through the Labour Day weekend.

3.1.2 Events

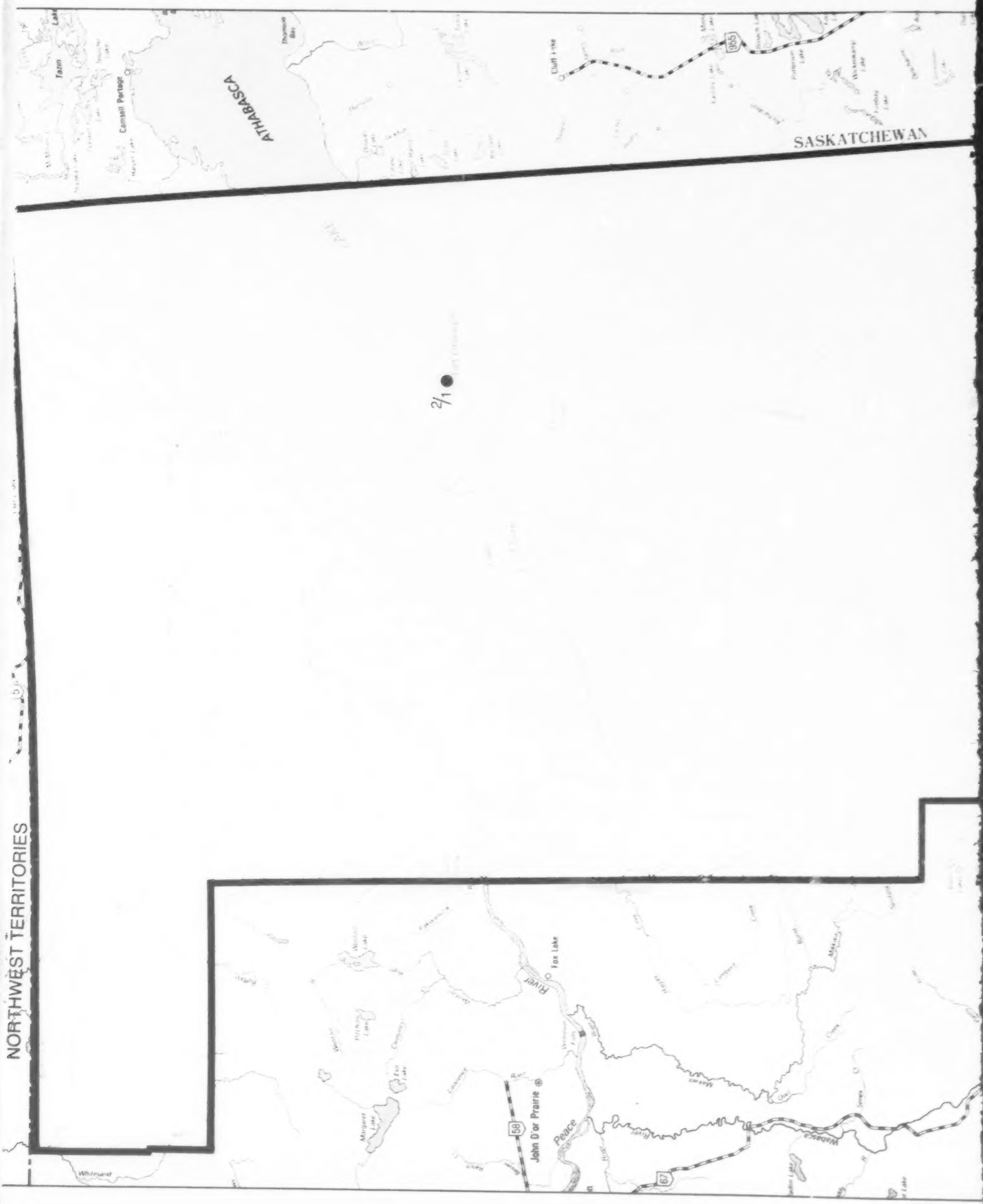
There are approximately 162 events held on a regular or annual basis in the Zone. Most events attract spectators from local and regional areas with just a few attracting spectators and participants from throughout Alberta, nationally and the United States. A summary of tourism events by type is presented in Table 3-2. A complete list of events in each community is presented in Appendix E. The number of events in each community is illustrated on Map 4.

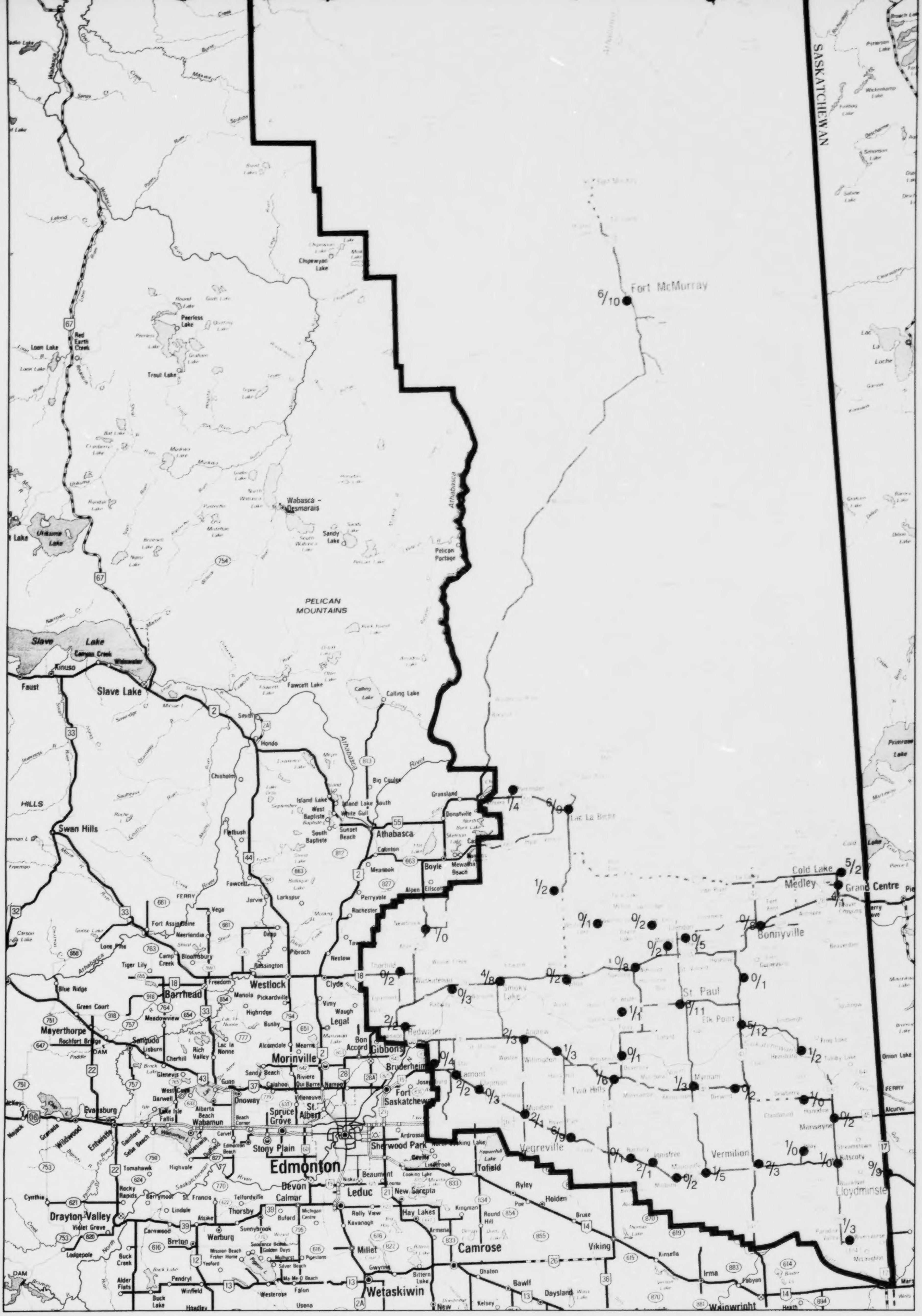
Nearly half of the events are sports or recreation based, such as fish derbies, winter carnivals, pancake breakfasts, hockey tournaments and fairs. Agriculture and rodeo events are often run in conjunction with each other and comprise a large proportion of the events.

Heritage Days and ethnic based festivals make up most of the cultural events. The trade shows in Fort McMurray, Bonnyville and St. Paul attract several thousand people. Most events attract a few hundred to a few thousand people but there are a few that attract more than 5,000 people such as the trade shows, the Blueberry Festival in Fort McMurray, the Summer Exhibition and Agricultural Fair in Lloydminster and the Ukrainian Pysanka Festival in Vegreville.

There have been several one-time or less frequent than annual events hosted in the Zone such as the 1985 Alberta Summer Games in Fort McMurray, the 1982 Alberta Winter Games in Lloydminster and several 1885-1985 Parks Canada Centennial events.

Most events are sponsored and organized by local volunteer and service organizations. Some organizations are established just to run an event, while others are service clubs including an event as a fund raising or charitable activity for the community.


NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
Tazin Lake
Camsell Portage
Thomson Bay
Cluff Lake
955
2/1
Fox Lake
River
Peace
John D'or Prairie
58
67
Wabasca
Margaret Lake
Whitesand


SASKATCHEWAN
Fort McMurray
6/10
Lac La Biche
6/9
1/4
1/2
Cold Lake
5/2
Medley
Grand Centre
Bonnyville
0/1
0/2
0/5
0/8
0/2
St. Paul
0/11
Elk Point
5/12
1/2
1/1
0/1
Mynam
1/3
Two Hills
1/6
0/2
Smoky Lake
4/8
0/3
0/2
Redwater
2/2
1/0
0/4
Lamont
2/2
0/3
2/1
6/9
Vegreville
0/1
Innisfree
2/1
0/2
Vermilion
1/5
2/3
1/0
1/0
Marwayne
0/2
Lloydminster
9/9
1/3
Athabasca
Boyle
Westlock
Barrhead
Morinville
Gibbons
Bruderheim
Fort Saskatchewan
Edmonton
St. Albert
Spruce Grove
Stony Plain
Sherwood Park
Leduc
Tofield
Camrose
Wetaskiwin
Drayton Valley
Mayerthorpe
Evansburg
Swan Hills
Slave Lake
Wabasca - Desmarais
PELICAN MOUNTAINS
Athabasca
Viking
Wainwright
Irma
Kinsella
Holden
Ryley
Millet
Calmar
Devon
Thorsby
Warburg
Breton
Wabamun
Onoway
Legal
Smith
Hondo
Faust
Kinuso
Red Earth Creek
Chipewyan Lake
Peerless Lake
Trout Lake
Utikoma Lake
Calling Lake
Fawcett Lake
Pelican Portage
HILLS

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

Attractions → 2/1 ← Events

Attractions and Events

Scale: 0 5 15 30 50 km

N

Map No. 4

An analysis of the event dates shows that most are concentrated in the summer months. However, the few winter events have proven to be popular and have good potential to draw more visitors throughout the year. In some cases, events in neighbouring communities are offered on the same weekend, offering the opportunity for visitors to see or participate in more than one event. The organizing groups for these events should coordinate their event activities to maximize the impact and entertainment value for visitors.

TABLE 3-2

TOURISM EVENTS BY TYPE

	NO.	%
Sport/Recreation	81	50.0
Agriculture	35	21.6
Rodeo	17	10.5
Cultural	24	14.8
Trade Shows	4	2.5
Education	1	0.6
	162	100.0

Source: Lakeland Tourist Association and Field Research

3.1.3 Tours

Scheduled Motorcoach Tours

Most American and Canadian motorcoach tours travelling east-west with itineraries including the Canadian Rockies and the Prairies, travel Highway 16 as part of a loop through the Rockies and Calgary. Some stop in Lloydminster rather than Edmonton to gain a full day travel distance from Jasper National Park and also to take advantage of more conveniently located hotel/motel accommodation.

Only a few major tour companies are known to package destinations in the Zone. Maverick Tours of Vancouver packaged Fort McMurray in 1985 with the Oil Sands plants as one of many attractions in a "Mystery Tour" through British Columbia and Alberta. They plan to operate from four to six tours in 1986 including Fort McMurray and other centres in Lakeland. Evergreen Tours, also of Vancouver, has a tour with the main destination being "Big River Country" in the Northwest Territories. A part of the 20 day itinerary includes an afternoon visit to Wood Buffalo National Park. Evergreen Tours is planning to offer a tour package in 1986 with several Lakeland destinations including Fort McMurray, Lac La Biche, Cold Lake and Lloydminster.

In conjunction with the Northwest Rebellion Centennial '85, the Lloydminster Chamber of Commerce initiated a three day heritage tour of the Northwest Fur Trading District. Weekly departures commenced June 16 and ran until August 15, 1985. Attractions on the tour included the Dewberry Museum, the Frog Lake Massacre site and several historic sites in Saskatchewan. The tour package included transportation, three nights accommodation, meals, entertainment and transfers. The cost in 1985 was $180 to $195 per person depending on the type of accommodation desired. Approximately 80 people took the tour. With a comprehensive sales and promotions program aimed primarily at tour operators and wholesalers, ridership could increase into the hundreds.

Peter Pond River Tours Ltd. offers a combination motorcoach/river tour out of Fort McMurray. A two hour motorcoach tour of the oilsands is followed by a four hour river cruise. Costs range from $35 to $45 (1985) depending on the size of the group. Other river tours are discussed in the following section.

River Tours

There are six river tour operations in the Zone. They range from white-water rafting to jet-boat cruises and house boat charters. All four operators are based in Fort McMurray.

Weber Tours offers several jet-boat river tours ranging from a one and one-half hour long local tour of Fort McMurray, to half and full day tours down the Athabasca River. Destinations include Suncor, Fort McKay and Bitumount. Prices per person for the one day tour range from $15 to $60 (1985) depending on the type of tour and number of people. A combination boating/flying tour to Fort Chipewyan is also available. No fixed price is available for the Fort Chipewyan trip.

Peter Pond River Tours Ltd. offers both jet boat and houseboat tours. Houseboat cruises on the Athabasca include an evening cruise, a seven hour Suncor trip, an eleven hour trip to Fort McKay, a combination boat and bus tour to Bitumount and a combination two hour oil sands bus tour and four hour river tour. An extended three day jet-boat fishing trip is also available for groups up to 12 people. Rates for the houseboat trips range from $18 to $82.50 per person (1985) depending on the trip chosen and number of people. The jet boat fishing trip is $150-$250 (1985) depending on the number of people.

Get-Away Boat Charters offers "A Different Kind of Vacation". Several camping and fishing trips are available with destinations as far north as Fort Chipewyan. The twenty-six foot luxury cabin cruiser accommodates seven to twelve people, with overnight accommodation for four to eight people. On board facilities include a washroom, running water, mobile telephone and music. The 1985 rates range from $39 per person for an evening cruise to $675 for an extended trip of several days.

Tour North Outdoor Experiences Ltd. offers rafting on the Athabasca River and its tributaries. A one-day white water trip (April to June only) on the Hanging Stone River, with transportation, is $30 (1985). Extended three and seven day trips on the Athabasca River, including a guide, airfare to the staging point, accommodation and meals are $245 and $650 (1985) respectively. Class III to Class IV rapids are run. Tour North also has two extended trips on the Athabasca and Slave Rivers. Trips include white-water rafting, scenery and on-shore explorations. The three day Athabasca River trip is $245 per person (1985) and the four day Slave River trip is $575 per person (1985).

Sub-Arctic Wilderness Adventures Ltd. also schedules rafting tours on the Slave River. Between June 9 and August 30, a one day trip is $55 per person (1985) and the overnight trips are approximately $325 per person (1985) depending on trip duration. White-water rafting on the Slave River includes shooting a series of rapids, chutes and pools.

Athabasca River Tours operates pleasure and fishing charters from Fort McMurray to Lake Athabasca and the Athabasca River. A twenty-six foot, five passenger cabin cruiser is utilized for two day trips or longer. A charter package, including food and fishing gear, is $400 per day (1985) for a group of five people.

Industrial Plant Tours

Apart from the Syncrude/Fort McMurray tours, no other industrial plants have scheduled tours. There are several plants which operate tours for groups or individuals on an advance booking basis only. These plants include:

- Canadian Salt Plant in Lindbergh
- United Oil Seeds Products Plant in Lloydminster
- Alberta Environmental Centre in Vegreville
- Husky Oil Refinery in Lloydminster
- Esso Resources Cold Lake Heavy Oil Plant in Grand Centre
- St. Paul Beverages (Coca-Cola) plant in St. Paul
- Highland Produce (egg processing) in Two Hills
- Vertec Industries (grain dryer manufacturing) near Vermilion

The new Fish Hatchery on Cold Lake, depending on final operating budget and guidelines, plans to offer tours and information packages for the public. Other industrial plants and institutions could have interesting tours for visitors such as:

- Northland Forest Products Ltd. lumber mill near Fort McMurray
- Keyano College in Fort McMurray

- Lakeland College Vermilion Campus
- Alberta Vocational Centre in Lac La Biche
- Lac Lac Biche Fish Processing Plant
- Northern Alberta Dairy Pool and other dairies

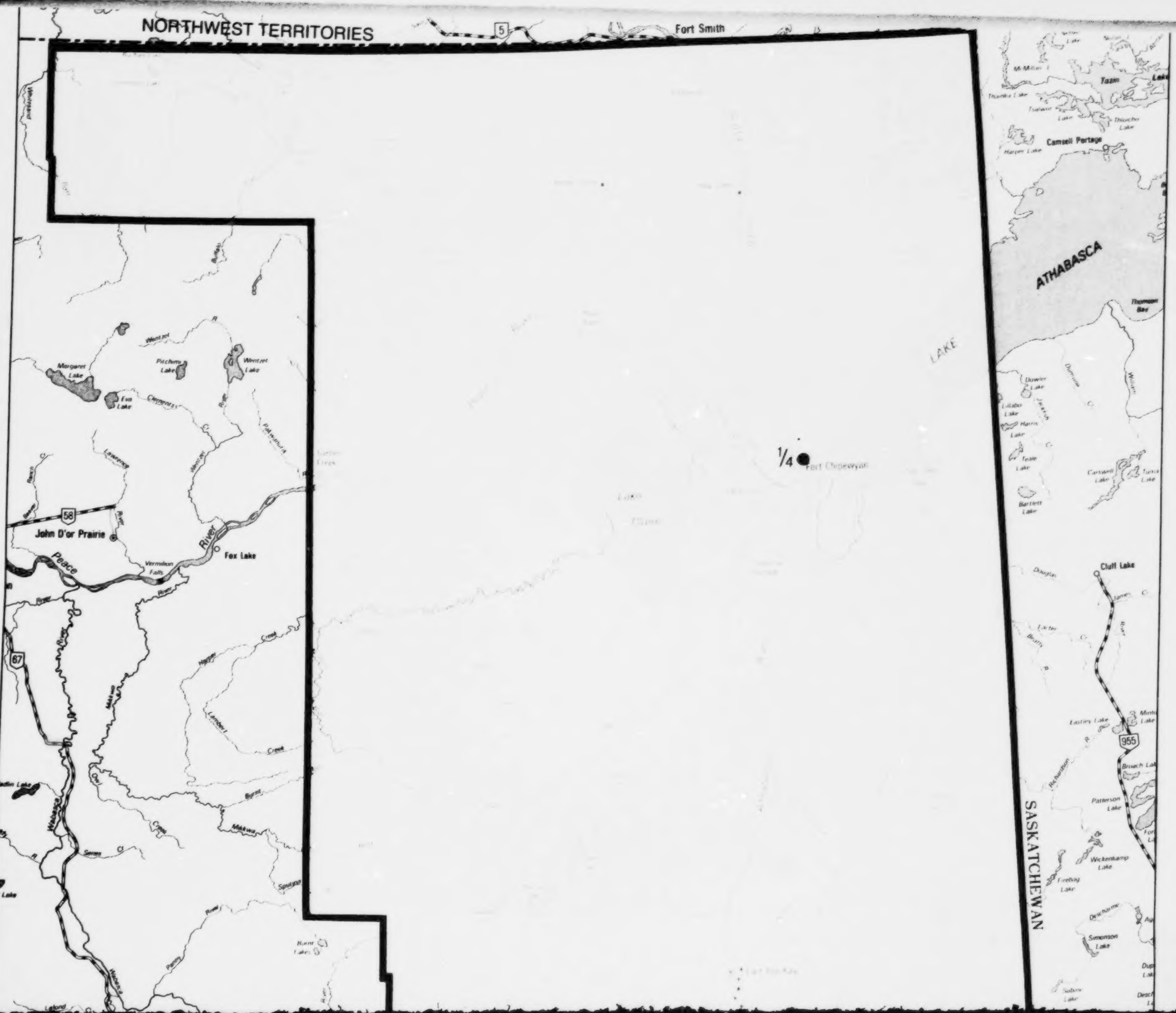
3.1.4 Fixed Roof Accommodation

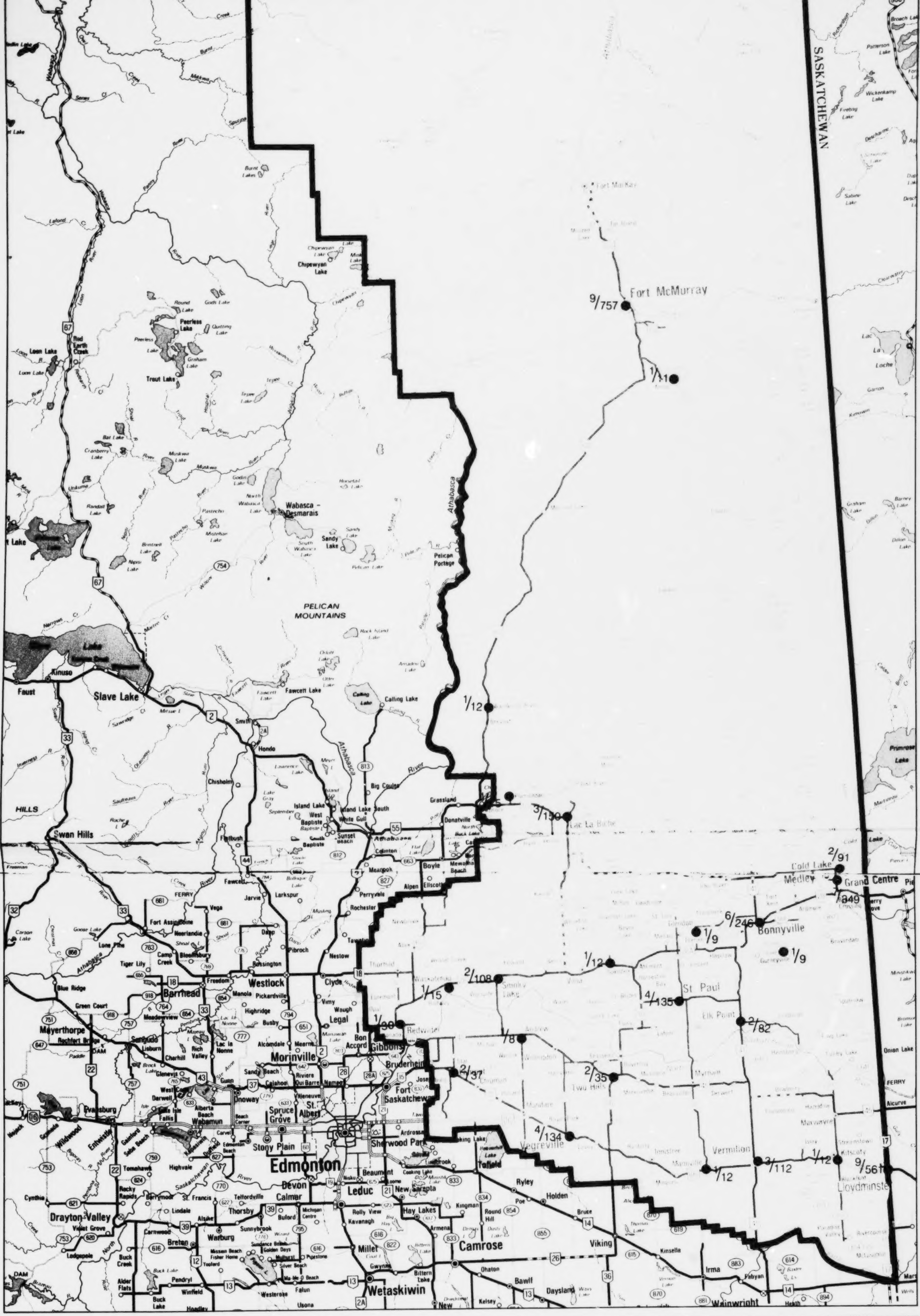
Analysis of Room Supply

Zone 6 had, in 1985, a total of 2,937 available rooms and units located in 67 Travel Alberta approved establishments (see Table 3-3 and Map 5). In addition, there are several hotel/motel establishments not included in the Travel Alberta "Approved" Accommodation Guide. Many of these properties are older and associated primarily with food and beverage operations. As well, some operators choose not to be included in the guide. The City of Fort McMurray is the largest urban centre in Zone 6 and its 757 available rooms and units comprise 26.4 percent of the total supply in Lakeland. Other major centres include Lloydminster, the next largest centre, with 561 available rooms and units (19.1%), Grand Centre with 349 (11.9%), Bonnyville with 246 (8.4%), Lac La Biche with 150 (5.1%), St. Paul with 135 (4.6%), Vegreville with 134 (4.6%), Vermilion with 112 (3.8%) and Smoky Lake with 108 (3.7%).

There are five major hotel properties with 100 rooms or more, three in Fort McMurray and two in Lloydminster. Twenty-one of the 67 establishments are in the 40-59 room category, thirty-two have less than 40 rooms and nine have 60-99 rooms.

A large number of accommodation operations were constructed in the Lakeland Zone during the mid to late seventies and early eighties, primarily in response to the business demand created by oil and gas projects near Bonnyville, Fort McMurray and Lloydminster. As was the case across the rest of Alberta, the recession severely affected the accommodation industry and only within the last year or so has demand started to return to healthier levels. Only a few new properties have been constructed recently, one in Elk Point and another in Cold Lake, adding a supply of 89 new rooms in 1985. A few other operators are presently giving consideration to expanding their properties but are proceeding very cautiously with their planning, given the difficulties encountered during the 1982-84 recessionary period.


NORTHWEST TERRITORIES
5
Fort Smith
SASKATCHEWAN
ATHABASCA
LAKE
Camsell Portage
Tazin
Thomas Lake
Harper Lake
Thomson Bay
Dowler Lake
Lillabo Lake
Harris Lake
Teale Lake
Bartlett Lake
Carswell Lake
Cluff Lake
955
Eastley Lake
Broach Lake
Patterson Lake
Wickenkamp Lake
Firebag Lake
Simonson Lake
1/4
Fort Chipewyan
Margaret Lake
Pitchimi Lake
Wentzel Lake
Eva Lake
58
John D'or Prairie
Fox Lake
Peace
River
Vermilion Falls
67
Lambert
Creek
Wabasca
Burnt Lakes


SASKATCHEWAN
Fort McMurray
9/757
1/11
Fort MacKay
Athabasca
Pelican Portage
PELICAN MOUNTAINS
Wabasca - Desmarais
Slave Lake
Calling Lake
1/12
3/130
Lac La Biche
Cold Lake
2/91
Medley
Grand Centre
/849
6/246
Bonnyville
1/9
1/9
Gurneyville
1/12
2/108
Smoky Lake
1/15
1/30
Redwater
4/135
St Paul
Elk Point
2/82
1/8
Andrew
2/37
2/35
Two Hills
4/134
Vegreville
Vermilion
1/12
3/112
1/12
9/56
Lloydminster
Westlock
Barrhead
Morinville
Gibbons
Bruderheim
Fort Saskatchewan
Sherwood Park
St. Albert
Spruce Grove
Stony Plain
Edmonton
Leduc
Devon
Drayton Valley
Camrose
Wetaskiwin
Viking
Wainwright
Swan Hills
HILLS

Lakeland Tourism Destination Area Study

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I.D. Systems Ltd.

Base map supplied by
the Alberta Bureau of
Surveying and Mapping

Graphics by
Evita McConnell Graphics

Legend

Number of Establishments → 3
Travel Alberta Approved /56 ← Total number of units

Fixed Roof Accommodation

Scale
0 5 15 30 50 km

N

Map No.
5

TABLE 3-3

FIXED ROOF ACCOMMODATION IN ZONE 6
(Travel Alberta Approved Establishments)

LOCATION AND NAME	NO. OF ROOMS/UNITS
ANDREW	
Andree Inn	8
ANZAC	
Hillyard House Inn	11
BONNYVILLE	
Bonnyville Hotel	40
Center Inn	25
Kozy Inn Motel	53
Lakelander Motor Hotel	50
Midtown Motor Inn	56
Southview Motel	22
	246
COLD LAKE	
Roundel Hotel	42
New Frontier Motel	49
	91
ELK POINT	
Alico Motor Inn	40
Fort George Motel	42
	82
FORT CHIPEWYAN	
Caribou Lodge	4
FORT MCMURRAY	
MacKenzie Park Inn	118
McMurray Inn	70
Nomad Inn	70
Northwoods Inn	196
Oil Sands Hotel	20
Peter Pond Inn	136
Riviera Motor Hotel	56
Rusty's Motor Inn	49
Twin Pine Motor Inn	42
	757
GLENDON	
Double G Motel	9
GRAND CENTRE	
Airway Motel	25
Bee Jay Motor Inn	46
Carpathian Motel	40
El Lobo Motel	63
Grand Centre Hotel	43
Imperial Motor Inn	72
Lakeland Inn	60
	349

TABLE 3-3

FIXED ROOF ACCOMMODATION IN ZONE 6

(Continued)

LOCATION AND NAME	NO. OF ROOMS/UNITS
KITSCOTY	
Wheatfield Inn	12
LAC LA BICHE	
Almac Motor Hotel	80
La Biche Inn	48
Parkland Motel	22
	150
LAMONT	
Lamont Hotel	15
PM Motel	22
	37
LLOYDMINSTER	
Alberta Hotel	40
Esquire Motor Inn	100
Tropical Motor Inn	100
Ivanhoe Motel	35
Lloydminster Motel	32
Lodge Motel	66
Prince Charles Motor Inn	53
Thunderbird Motel	36
Wayside Inn	99
	561
MANNVILLE	
Mannville Motel	12
MURIEL LAKE	
Silver Birch Cove Resort	9
PLAMONDON	
Pelican Hotel	15
REDWATER	
Red Rest Motel	30

TABLE 3-3

FIXED ROOF ACCOMMODATION IN ZONE 6

(Continued)

LOCATION AND NAME	NO. OF ROOMS/UNITS
ST. PAUL	
Apollo Motel	22
Galaxy Motel	53
The King's Motel & Restaurant	38
Lakeland Motel	22
	135
SMOKY LAKE	
Plainsman Motor Inn	46
Sportsmen Motor Inn	62
	108
SPEDDEN	
Spedden Inn	12
TWO HILLS	
Frontenac Motel	15
Junction Inn	20
	35
VEGREVILLE	
Homesteader Motor Hotel	44
Twi-Lite Motel	25
Vista Motel	12
Wild Rose Inn	53
	134
VERMILION	
Brunswick Motor Inn	42
Unicorn Motor Inn	34
Ventura Motel	36
	112
WANDERING RIVER	
Wandering River Motel	12
WASKATENAU	
Waskatenau Motel	15
TOTAL	2,937

Source: 1985 Alberta Accommodation Guide and Field Research

Analysis of Room Demand

Tables 3-4 through 3-7 summarize and illustrate occupancy trends, market segments and the range of room rates for fixed roof accommodation facilities in Zone 6 from 1979 to 1984. The information is presented according to the five tourism sub-zones which have been developed for the purposes of this study. Sub-zones 4 and 5 (North and Fort McMurray) have been grouped together due to the relatively few accommodation operations in existence north of Fort McMurray and so as not to contravene the confidentiality of data provided by these operations.

The occupancy rate in all of the sub-zones peaked in 1979 or 1980 and began to decline thereafter. The operations in sub-zone 2 (Southwest) appeared to have fared the best throughout the lean years of 1981 through 1983, largely due to a greater diversity of economic activity in the area during that period.

Vacation demand has generally increased each year in all sub-zones except 4 and 5 (North and Fort McMurray), with the strongest increase being in sub-zone 1 (East-West Corridor). Tour groups and conventions comprised only a small portion of room demand in past years, usually less than five percent. Several operators interviewed indicated they are now receiving an increasing number of requests for small conventions, particularly in Fort McMurray, Lloydminster and the Bonnyville area. The demand for meeting and seminar space also seems to be increasing in these same three centres.

Personal communication with hotel and motel operators revealed that occupancies in 1985 are much stronger than in 1984. Demand has increased primarily in the industrial and business markets and again, generally in the same three areas within the Lakeland Zone: Lloydminster, Bonnyville-Grand Centre and Fort McMurray. Some other centres, such as Elk Point and Cold Lake, are also experiencing increased demand resulting from increased industrial activity.

3.1.5 Cabin Rentals

No cabin rentals are listed in the 1985 Alberta Accommodation Guide. However, the numerous lakes in the Lakeland Zone with existing cottage developments, and other research indicates that private rental accommodation is available. Data available from Alberta Municipal Affairs identified 1357 lots on lakes, mostly on Muriel and Moose Lakes, in sub-zone 3 (Southeast). There are hundreds of other lakeside lots in the other sub-zones but an inventory of them is not available. Several cabin rentals are advertised in local papers and tourism brochures; however, there is no source available with a complete list of cabin rental accommodation. Several inquiries have been made at Travel Information Centres for cabin rentals, in particular the Travel Alberta Grand Centre/Cold Lake location, indicating some demand for this type of accommodation. A comprehensive list of cabin accommodation, rates and associated facilities appears to be required. Appendix F lists a few cabin rentals available in Zone 6.

TABLE 3-4

FIXED ROOF ACCOMMODATION IN LAKELAND, 1979-1984

SUB-ZONE 1: EAST-WEST CORRIDOR*

	1979	1980	1981	1982	1983	1984
Total Available Rooms	737	813	825	827	811	818
Number of Establishments	18	20	21	21	22	22
Occupancy Rate (%)	69.4	62.8	51.8	56.8	49.3	59.4
Source of Room Demand (%)**						
Industrial	-	-	51.0	39.7	36.7	30.6
Business	-	-	25.8	27.9	26.5	27.8
Vacation	-	-	3.2	12.6	24.1	20.0
Tour Groups***	-	-	6.7	0.8	-	0.8
Convention Groups***	-	-			1.8	-
Other	-	-	13.2	18.9	10.7	20.8
Room Rate Range, Single Rate ($)	14-26	18-39	18-44	18-44	18-47	18-47

* Includes: Andrew, Kitscoty, Lamont, Lloydminster, Mannville, Two Hills, Vegreville, Vermilion, Clandonald and Dewberry.

** Total demand may not add to 100% due to rounding.

*** Tour Groups and Convention Groups combined in 1981 and 1982.

Source: Travel Alberta, October 1985

TABLE 3-5

FIXED ROOF ACCOMMODATION IN LAKELAND, 1979-1984

SUB-ZONE 2: SOUTHWEST*

	1979	1980	1981	1982	1983	1984
Total Available Rooms	467	465	463	465	477	471
Number of Establishments	13	13	13	13	14	14
Occupancy Rate (%)	74.2	68.7	65.6	62.5	56.7	60.1
Source of Room Demand(%)**						
Industrial	-	-	55.3	62.9	63.6	67.3
Business	-	-	19.0	21.1	14.6	14.8
Vacation	-	-	4.7	7.9	10.5	10.4
Tour Groups***	-	-	5.8	6.3	-	-
Convention Groups***	-	-			6.2	-
Other	-	-	15.2	1.9	5.1	7.5
Room Rate Range, Single Rate ($)	12-29	18-35	18-44	18-35	20-36	15-36

* Includes: Lac La Biche, Plamondon, Redwater, Smoky Lake, Spedden, St. Paul, Wandering River and Waskatenau.

** Total demand may not add to 100% due to rounding.

*** Tour Groups and Convention Groups combined in 1981 and 1982.

TABLE 3-6

FIXED ROOF ACCOMMODATION IN LAKELAND, 1979-1984

SUB-ZONE 3: SOUTHEAST*

	1979	1980	1981	1982	1983	1984
Total Available Rooms	555	684	667	682	697	774
Number of Establishments	13	16	16	16	17	17
Occupancy Rate (%)	62.9	51.7	42.3	43.4	51.6	59.8
Source of Room Demand(%)**						
Industrial	-	-	36.3	34.6	33.7	59.9
Business	-	-	37.9	31.8	30.4	20.4
Vacation	-	-	6.7	9.2	8.4	9.6
Tour Groups***	-	-	4.0	24.1	-	-
Convention Groups***	-	-			-	-
Other	-	-	15.1	0.3	27.5	10.1
Room Rate Range, Single Rate ($)	9-33	12-32	14-36	15-36	20-40	14-42

* Includes: Bonnyville, Cold Lake, Elk Point, Glendon and Grand Centre.
** Total demand may not add to 100% due to rounding.
*** Tour Groups and Convention Groups combined in 1981 and 1982.

Source: Travel Alberta, October 1985

TABLE 3-7

FIXED ROOF ACCOMMODATION IN LAKELAND, 1979-1984

SUB-ZONES 4 & 5: NORTH AND FORT MCMURRAY*

	1979	1980	1981	1982	1983	1984
Total Available Rooms	300	561	757	767	772	711
Number of Establishments	5	8	9	10	11	10
Occupancy Rate (%)	67.7	73.0	55.8	54.4	45.1	52.3
Source of Room Demand (%)**						
Industrial	-	-	44.8	19.4	24.4	31.6
Business	-	-	28.2	53.4	49.1	65.9
Vacation	-	-	5.5	4.1	3.8	2.5
Tour Groups***	-	-	4.7	5.5	-	-
Convention Groups***	-	-			5.0	-
Other	-	-	16.8	17.6	17.7	-
Room Rate Range, Single Rate ($)	32-46	22-55	25-49	25-48	20-57	20-59

* Includes: Anzac, Fort Chipewyan and Fort McMurray.
** Total demand may not add to 100% due to rounding.
*** Tour Groups and Convention Groups combined in 1981 and 1982.

3.1.6 Food and Beverage Services

A breakdown of accommodation and food service receipts for Zone 6 is presented in Table 3-8. The Accommodation Services Group is described as full year and seasonal hotels, motels, cabins, tourist homes, campgrounds and trailer parks. The Food and Beverages Services Group includes licensed and unlicensed restaurants, drive-ins, take-out food services, caterers, taverns, bars and night clubs.

Accommodation and food services receipts totalled $90.75 million in Lakeland during 1983. This figure represents 80.3 percent of the total service trade receipts in the Zone and about 10.3 percent of total trade in Zone 6 in 1983. In relation to the Province, Lakeland Tourist Zone generated approximately 5.3 percent of the $16.68 billion in total trade in Alberta.

Fort McMurray has the highest receipts in both the Accommodation Services Group and the Food and Beverages Services Group at $34 million. The next highest receipts are in Lloydminster at $12.8 million. Lloydminster generated just about double the revenue of the next three centres: Vegreville ($6.6 million), Lac La Biche ($6.3 million) and Grand Centre ($5.2 million). It should be noted that the Bonnyville/Grand Centre/Cold Lake area is often considered for planning purposes as one region and although complete statistics are not available for Cold Lake and Bonnyville, the total receipts for that region would exceed the Vegreville total and place it somewhere between Lloydminster and Vegreville in ranking.

Travel Information Centres and Services

There are 17 travel information centres (T.I.C.) operating in Zone 6 (Map 6). Table 3-9 presents a summary of available visitor statistics for 11 information centres from 1982 through 1984. Travel information is also available through several Town and Chamber of Commerce offices in the Lakeland Zone.

For the most part, the T.I.C.'s operate only during the summer months. The T.I.C.'S are often staffed with summer students and senior citizens. The counsellors generally provide good information about events, attractions and accommodations in the area. More training is required for most information counsellors.

The St. Paul Cultural Centre provides travel information year round. The Lakeland Tourist Association office in St. Paul also serves as an information centre although its primary use is for administration, promotion and brochure collection and dissemination. Many museums, campgrounds, motels, hotels, restaurants and service stations who are members of the Lakeland Tourist Association also distribute promotional material supplied by the Association. Only a few hotel/motel properties have visitor information available in the rooms.

TABLE 3-8

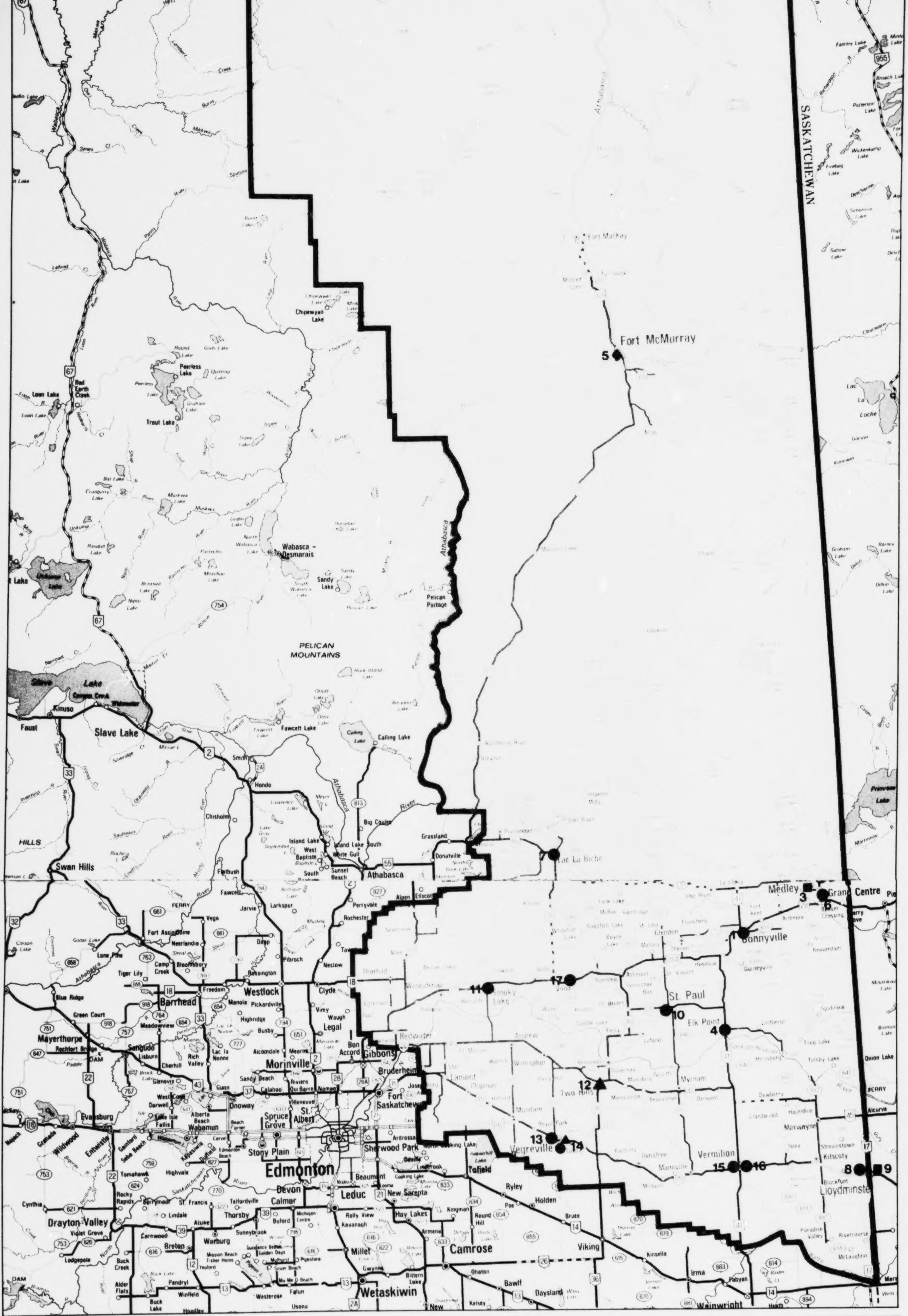
ACCOMMODATION AND FOOD SERVICE RECEIPTS, 1983

LOCATION	SERVICE GROUP	NO. OF OUTLETS	RECEIPTS ($000's) A	TOTAL SERVICE TRADE ($000's) B	SERVICE GROUP PERCENTAGE OF TOTAL SERVICE TRADE A-B	TOTAL TRADE C	SERVIC GROUP PERCEN OF TOT TRADE A-C
ALBERTA	A	923	830,302				
	F	2,323	1,108,182				
	AF	3,246	1,938,484	2,605,996	74.4	16,679,412	11.6
LAKELAND ZONE	A	84	44,043				
	F	114	46,708				
	AF	198	90,751	113,072	80.3	879,851	10.3
FORT MCMURRAY	A	11	13,726				
	F	26	20,301				
	AF	37	34,027	44,434	76.6	233,812	14.5
LLOYDMINSTER	A	5	5,543				
	F	12	7,232				
	AF	17	12,775	15,054	84.9	184,131	6.9
VEGREVILLE	A	6	2,531				
	F	14	4,035				
	AF	20	6,566	7,984	82.2	49,415	13.3
BONNYVILLE	A	4	NA				
	F	5	1,678				
	AF	9	1,678	5,523	30.4	53,383	3.1
GRAND CENTRE	A	3	3,142				
	F	7	2,096				
	AF	10	5,238	5,836	89.7	53,555	9.8
LAC LA BICHE	A	5	3,198				
	F	3	3,113				
	AF	8	6,311	7,141	88.4	33,946	18.6
ST. PAUL	A	4	1,806				
	F	10	2,094				
	AF	14	3,900	5,045	77.3	82,649	4.7

NOTE: A - Accommodation Services
F - Food and Beverage Services
AF - Accommodation and Food and Beverage Services
NA - Not Available

SOURCE: Alberta Treasury Bureau of Statistics,
Alberta Retail and Service Trade Statistics, June 1985

SASKATCHEWAN
NORTHWEST TERRITORIES
ATHABASCA
LAKE
Fort Smith
Fort Chipewyan
Fort McKay
Camsell Portage
Cluff Lake
Fox Lake
John D'or Prairie
Vermilion Falls
Peace
River
Lake Claire
SLAVE
Margaret Lake
Whitesand
Wickenkamp Lake
Patterson Lake
Simonson Lake
Tazin
Carswell Lake
Bartlett Lake
5
58
67
955


SASKATCHEWAN
Fort McMurray
Fort MacKay
Athabasca
PELICAN MOUNTAINS
Wabasca - Desmarais
Slave Lake
Swan Hills
Athabasca
Lac La Biche
Grand Centre
Medley
Bonnyville
St. Paul
Elk Point
Smoky Lake
Vilna
Two Hills
Vegreville
Vermilion
Lloydminster
Edmonton
Westlock
Barrhead
Morinville
St. Albert
Spruce Grove
Stony Plain
Fort Saskatchewan
Sherwood Park
Leduc
Camrose
Wetaskiwin
Wainwright
Drayton Valley
Mayerthorpe
Whitecourt
Viking
Tofield
Gibbons
Redwater
Legal
Clyde
Sangudo
Evansburg
Wabamun
Devon
Calmar
Millet
Hay Lakes
New Sarepta
Ryley
Holden
Irma
Kitscoty
Marwayne
Mannville
Innisfree
Myrnam
Ashmont
Glendon
Cold Lake
Peerless Lake
Trout Lake
Loon Lake
Red Earth Creek
Calling Lake
Sandy Lake
Pelican Portage
Chipewyan Lake
Kinuso
Faust
Smith
Hondo
Flatbush
Chisholm
Lac La Loche
Primrose Lake
1
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

1. Bonnyville	SO	●
2. Cold Lake	YR	●
3. Cold Lake/ Grand Centre	SO	■
4. Elk Point	SO	●
5. Fort McMurray	YR	◆
6. Grand Centre	YR	●
7. Lac La Biche	SO	●
8. Lloydminster	YR	●
9. Lloydminster	SO	■
10. St. Paul	YR	●
11. Smoky Lake	SO	●
12. Two Hills	SO	▲
13. Vegreville	YR	●
14. Vegreville	SO	●▲
15. Vermilion	YR	●
16. Vermilion	SO	●
17. Vilna	SO	●

Season of Operation
SO Summer Only
YR Year Round

Operator
● Chamber of Commerce
■ Travel Alberta
▲ Town Administration
◆ Tourist & Convention Bureau

Travel Information Centres

Scale
0 5 15 30 50 km

N

Map No.
6

TABLE 3-9

TRAVEL INFORMATION CENTRES

VISITOR STATISTICS 1982-1984

Location	No. of Visitors 1982	 1983	 1984
Bonnyville	2,192	1,827	1,145
Elk Point	1,243	1,259	1,600
Fort McMurray	14,024	16,238	13,899
*Grand Centre/Cold Lake	959	1,877	2,216
Lac La Biche	1,400	200	NA
*Lloydminster	9,202	7,752	9,179
St. Paul	1,800	3,200	790
Smoky Lake	600	659	NA
Two Hills	NA	400	371
Vegreville	1,554	1,604	2,933
Vermilion	1,196	2,046	2,444
TOTAL	34,170	37,062	34,577

* Travel Information Centres operated by Travel Alberta.

NA - Not Available

There are two Travel Alberta Information Centres in the Lakeland Zone,o one on Highway 28 near Cold Lake and Grand Centre and the other on Highway 16 east of Lloydminster in Saskatchewan. These centres are open on reduced schedules in the shoulder tourism months and closed during winter. As well as supplying available printed literature, the T.I.C. counsellors have considerable knowledge regarding local activities, events and information not listed in the Alberta Auto Tour Guide and Alberta Accommodation Guide.

The City of Fort McMurray Tourist and Convention Bureau operates a year-round information centre which caters primarily to the north portion of the Lakeland Zone. Up to date information on the fly-in fishing lodges, river tours, hunting and oil sands tours is available at this centre.

Appendix G lists Travel Information Centres, locations and operators in Zone 6.

3.1.7 Parks and Campgrounds

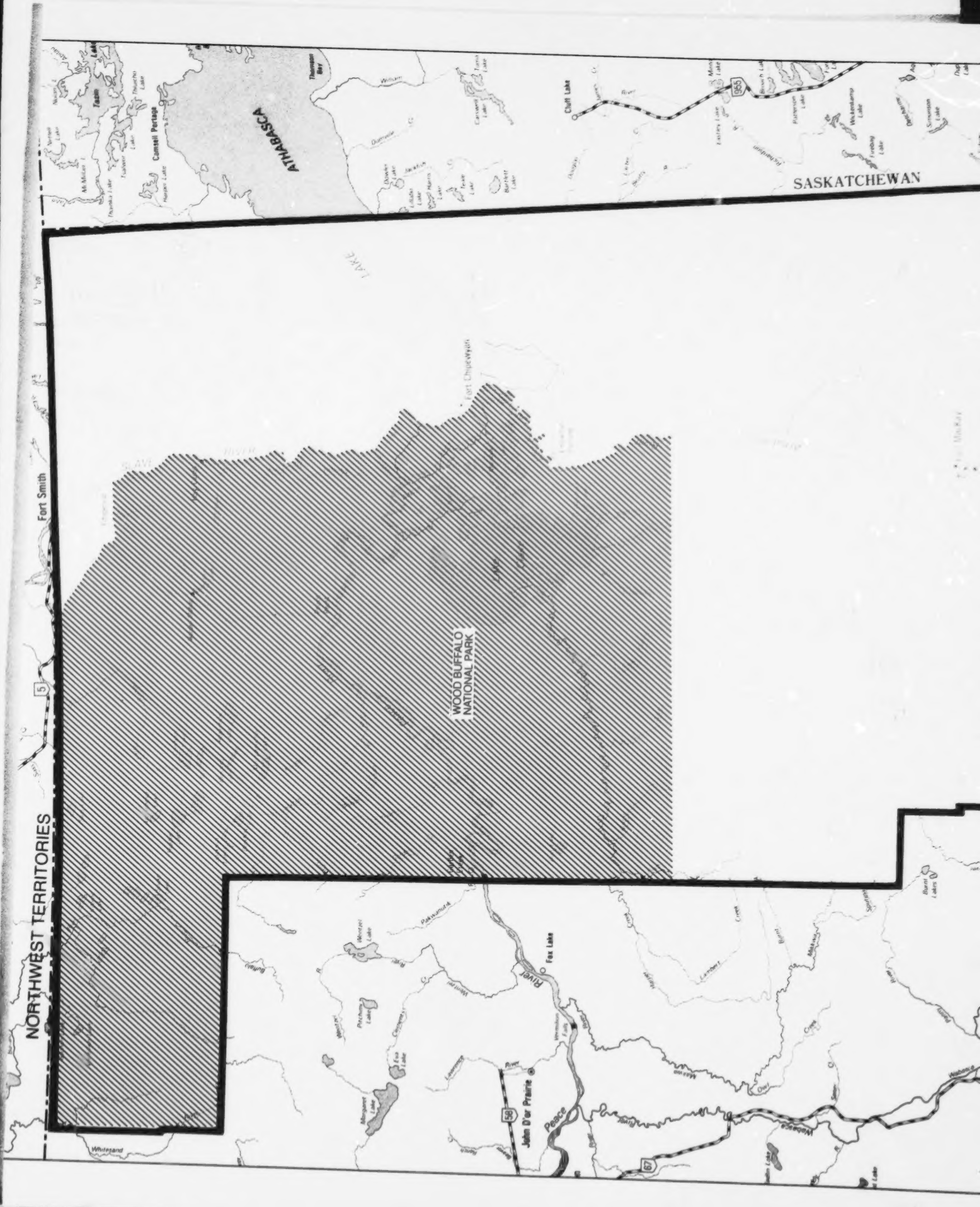
3.1.7.1 National Parks

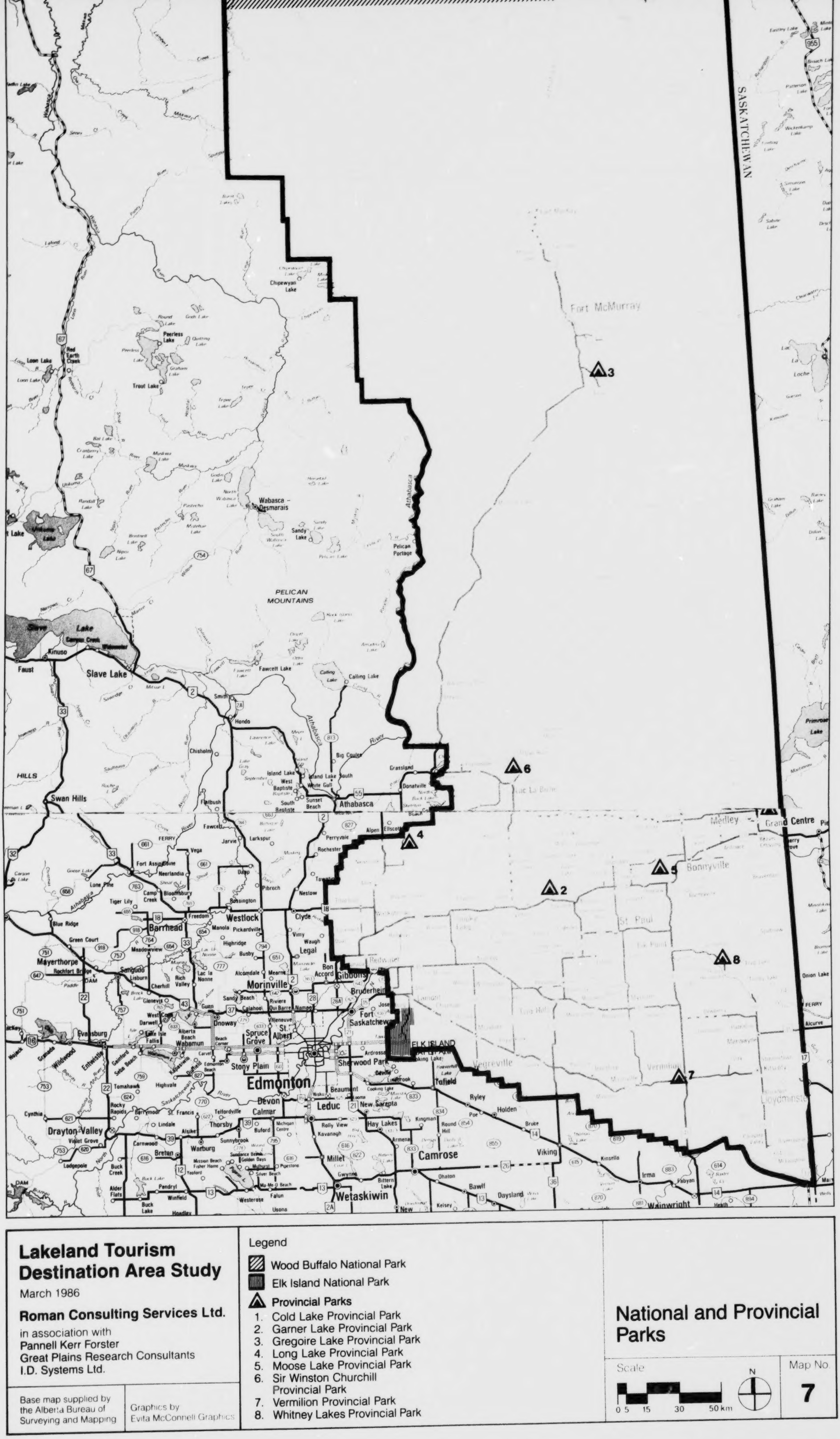
There are two National Parks in the Lakeland study area: Wood Buffalo National Park in the extreme northwest corner of the Zone and Elk Island National park in the southwest corner. The locations and areas of these parks are shown on Map 7.

Wood Buffalo National Park

Wood Buffalo is Canada's largest National Park with an area of 44,800 square km. Straddling the border between Alberta and the Northwest Territories, the park protects a subarctic wilderness of bogs, forests, lakes and meadows. The park has been designated a World Heritage Site by UNESCO. Several unique features are preserved within the park boundary, including: the Peace-Athabasca freshwater delta, which is the largest freshwater delta in North America, extensive gypsum karst topography, salt springs and a 250 square km salt plain. The park provides sanctuary for wildlife, including nesting sites for the endangered whooping crane and peregrine falcon. The largest self regulating herd of bison in the world, for which the park was originally established, roam freely.

Access into the park can be made by land, water and air. Road access is made by driving 425 km from the Alberta-Northwest Territories border on Highways 1, 2 and 5 to Fort Smith. A further 312 km of all weather and dry weather road loops through the park. A winter road provides seasonal access to Fort Chipewyan. Water access into the park can be made on the Athabasca, Slave and Peace rivers, with portages necessary outside the park around falls and rapids. Scheduled air services are available to Fort Smith and Fort Chipewyan. Written authorization from the Park Superintendent is required to land a private aircraft in the park.


NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
LAKE
SLAVE
RIVER
WOOD BUFFALO NATIONAL PARK
Fort Smith
Fort Chipewyan
Camsell Portage
Tazin Lake
Thompson Bay
Cluff Lake
William
Riley Lake
Fox Lake
John D'or Prairie
Peace
River
Whitesand
Margaret Lake
Eva Lake
Wentzel Lake
Buffalo
Lambert
Burnt Lakes
5
58
67
955


SASKATCHEWAN
Fort McMurray
3
Athabasca
Pelican Portage
Wabasca – Desmarais
PELICAN MOUNTAINS
Slave Lake
Lesser Slave Lake
Kinuso
Faust
Smith
Hondo
Calling Lake
Chipewyan Lake
Peerless Lake
Trout Lake
Red Earth Creek
Sandy Lake
Swan Hills
HILLS
Athabasca
Grassland
Donatville
Lac La Biche
6
4
2
5
8
7
Grand Centre
Medley
Bonnyville
St. Paul
Two Hills
Vegreville
Vermilion
Lloydminster
Wainwright
Irma
Viking
Camrose
Wetaskiwin
Tofield
Holden
Ryley
ELK ISLAND NAT'L PARK
Edmonton
St. Albert
Spruce Grove
Stony Plain
Sherwood Park
Fort Saskatchewan
Leduc
Devon
Calmar
Gibbons
Bruderheim
Redwater
Westlock
Barrhead
Morinville
Legal
Mayerthorpe
Whitecourt
Evansburg
Drayton Valley
Breton
Thorsby
Millet
Onion Lake
Athabasca
Primrose Lake

Lakeland Tourism Destination Area Study

March 1986

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Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

▨ Wood Buffalo National Park

▥ Elk Island National Park

▲ **Provincial Parks**

1. Cold Lake Provincial Park
2. Garner Lake Provincial Park
3. Gregoire Lake Provincial Park
4. Long Lake Provincial Park
5. Moose Lake Provincial Park
6. Sir Winston Churchill Provincial Park
7. Vermilion Provincial Park
8. Whitney Lakes Provincial Park

National and Provincial Parks

Scale 0 5 15 30 50 km

N

Map No: 7

There are two vehicle campgrounds available in the park during the summer - Kettle Point Group Camp and Pine Lake Campground. While the Pine Lake Campground operates on a first come, first served basis, the Kettle point Group Camp must be booked in advance. The campground fees (1985) are $3.00 per unit per night at Pine Lake and $.50 per person per night at Kettle Point. A backcountry shelter and campsites are available at Sweetgrass Station at the edge of the Peace-Athabasca Delta. Additional backcountry camping facilities are in place at Sweetgrass Landing, Carlson's Landing and Rainbow Lakes. Camping is also allowed anywhere in the park away from the roads and trails. All backcountry users must register at a park office. Fifty km of hiking trails are maintained and visitors are assisted in designing canoe and hiking trips to meet their individual needs. There are day use areas at Angus Tower, Pine Lake and Salt River, and a scenic overview at the Salt Plains.

Limited stores and services are available in Fort Smith and/or Fort Chipewyan.

Other activities in the park include picnicking and swimming. Park naturalists provide interpretive presentations and lead field activities, such as bison creeps and nature walks. Private guides and outfitters, licensed by Parks Canada and based in Fort Smith and Fort Chipewyan, offer guided tours of the park by hiking and boating in summer and skiing or travelling by dog team in winter. Flight tours over the park are available from Fort Smith.

Visitor reception/information centres are located at Pine Lake, Fort Smith and Fort Chipewyan.

Elk Island National Park

Located 40 km east of Edmonton on Highway 16, Elk Island National Park encompasses 194 square km of the Beaver Hills. The park is located totally within the Lakeland Zone with the western and southern park boundaries also serving as portions of the Lakeland Zone boundary.

Elk Island was established in 1906 to preserve the only known elk herd existing outside the mountain region. Today it also preserves a large plains bison herd and a small herd of wood bison. The Buffalo Paddock allows viewing of a display herd of plains Bison. Many more bison and elk roam freely throughout the park.

Recreation activities include boating, canoeing and sailing on Astotin Lake as well as birdwatching of the numerous and varied waterfowl that inhabit the area. Year round interpretive programs are available at the Astotin Lake Interpretive Centre. Elk Island has over 100 km of trails that can be used for hiking in summer and cross-country skiing and snowshoeing in the winter. A beautiful 9-hole golf course, a pro-shop and restaurant operate from May to the end of September. A replica of a thatch roof Ukrainian settlers' house is open from mid May to Labour Day. On display are many articles of handmade clothing and household linens, all beautifully embroidered, as well as items used by the pioneers in their day to day life in the home and on the farms. Elk Island has many picnic areas, with some 500 sites, all with picnic tables and many with stoves. Even though the water in Astotin Lake is not recommended for swimming, the beach is used by sunbathers.

One semi-serviced campground, located at Sandy Beach is open from mid May to Labour Day on a first come, first serve basis. Winter camping is available in the boat launch area free of charge. A group tenting area, located on Oster Lake, is available by reservation only to non-profit groups, such as Scout groups. Services, including groceries, restaurants, laundry, hotel/motel accommodation, etc. are available in nearby communities.

A new concession snack bar was constructed at Sandy Beach in 1983. Light lunches and camping staples are available here as well as postcards and a few souvenirs. A rowboat and canoe rental concession is also located on Astotin Lake near the concession building.

Visitor reception/information centres are located at the Park's main gate at Highway 16 and at Astotin Lake.

User fees (1985) for Elk Island National Park are as follows:

Day-use	$ 3.00
Annual	$10.00
Camping	$5.00 - $12.00 (according to service)

3.1.7.2 Provincial Parks

There are eight provincial parks within the Lakeland study area. A total of 929 campsites comprise 21.2% of all available sites in the Zone. Provincial Park campsites range from basic sites with vault toilets and no electricity to full service sites with electrical hook-ups and a comfort station. Each park may also provide several other services and facilities including showers, sewage dumping, picnic shelters, concession booths, boat rentals, boat launches and playgrounds. The most common activities in the parks include picnicking, sunbathing, fishing, boating, canoeing, hiking, skiing and park interpretive programs. A description of the eight provincial parks in the Lakeland Zone follows. The locations of the Provincial Parks are shown on Map 7. A summary of statistics for Provincial Parks in the Zone is presented in Table 3-10.

Cold Lake Provincial Park

Cold Lake Provincial Park is a 395 ha "peninsula" park located on the south shore of Cold Lake. The park is only three km east of the Town of Cold Lake on Highway 55. During 1984, the park's campground had an average occupancy rate of 33 percent.

Several interesting features provide opportunities for interpretive programs in the park. They include shoal and sand bar formations caused by winds blowing north to south across Cold Lake; a sheltered

TABLE 3 - 10

1984 PROVINCIAL PARKS STATISTICS

PARK NAME	TOTAL PARK ATTENDANCE	CAMPER PARTY NIGHTS	RANK ORDER (PROVINCIAL) TOTAL=52*	AVERAGE CAMPGROUND OCCUPANCY %	RANK ORDER (PROVINCIAL) TOTAL=52*	NO. OF DAYS ABOVE 90% OCCUPANCY	RANK ORDER (PROVINCIAL) TOTAL=49**
Cold Lake	20,110	4,905	24	33	35	3	43
Garner Lake	14,729	2,756	40	32	36	7	35
Gregoire Lake	25,949	7,748	13	46	16	18	17
Long Lake	34,821	12,926	7	47	15	18	17
Moose Lake	7,631	2,851	39	38	28	11	24
Sir Winston Churchill	10,397	5,825	20	52	10	20	13
Vermilion	16,148	4,747	25	34	33	4	42
Whitney Lakes	12,693	2,043	45	25	42	5	38

Source: 1984 Parks User Statistics Handbook, Alberta Recreation and Parks, 1985

Note: 1985 Campground fees were:

Campsite Reservation	$3.00
Basic Site - vault toilets and no electricity	$3.00
Semi-serviced site - electrical hook-ups or comfort station	$4.00
Full-serviced site - electrical hook-ups and comfort station	$5.00

* Rank in relation to all Provincial Parks. ** Rank in relation to all Provincial Parks with campgrounds.

lagoon and marsh provides excellent bird watching for such species as the rare red necked grebe; and the peninsula itself, which has been missed by several forest fires and is covered by mature boreal forests, mixed woods and formerly cultivated lands. Nine km of trails provide hiking and cross-country skiing opportunities in the park. The lake itself is an unusually large, deep and cold lake for this part of Alberta and is excellent for boating and fishing.

The campground has 117 auto access campsites, of which 54 have electrical hook ups, and 12 walk-in sites. Other camping facilities include a group camping area, picnic area, flush toilets, showers, tap water and public telephones. Recreational facilities include a playground, white sand swimming beach and boat launch.

Garner Lake Provincial Park

Garner Lake Provincial Park is a 73.7 ha park located 5 km north of Spedden. Seventy-six basic tent and trailer sites are available for campers. During 1984 the park's campground had an average occupancy rate of 32 percent.

During 1985 the park was closed for construction. A new access road was constructed and existing internal roads, campsites, stalls and trails were upgraded. Several new buildings were built, including an administration building and comfort stations. Site furnishings such as picnic tables and stoves were replaced and a playground, boat launch and parking area were constructed.

Garner lake is used primarily for boating and fishing. Fish caught in the lake include Pike, Walleye and Perch.

Gregoire Lake Provincial Park

Gregoire Lake Provincial Park is the most northerly provincial park in the Lakeland study area. Located 29 km south of Fort McMurray via Highways 63 and Secondary Road 868, it is a popular recreation area for local residents. The 140 basic campsites have an average occupancy rate of 46 percent. Facilities include vault toilets, tap water, a boat launch, boat rentals, sewage disposal and public telephones.

Recreational opportunities include boating, sailing, swimming, and fishing. The park also has a sandy beach, playground and hiking trails. Pike, Walleye, Perch and Grayling are caught in the lake by anglers year round. The park provides a ploughed access road to the lake for ice fishermen during the winter.

Long Lake Provincial Park

Long Lake Provincial Park is a 764 ha park located 10 km east and 14 km north of Newbrook on Highway 63. In 1985 the park was closed for construction to upgrade all the facilities, separate day-use and camping areas and decrease the density of campsites. Previous seasons saw the park attracting a high percentage of family groups. The long shoreline and short distances between the campground, beach, playground and boat launch are prime attractions for campers using this park. Approximately 220 campsites will be available; 60 with electrical hook-ups. The average occupancy rate for the campground in 1984 was 47 percent, the second highest level of use in the Zone.

Other facilities include flush toilets, showers and a sewage dumping station. Conveniences, including boat rentals and a food concession will be available in the day-use area. The fish caught in Long Lake are Pike, Walleye and Perch. In winter, the day-use area is ploughed for parking and access to the lake.

Moose Lake Provincial Park

Moose Lake Provincial Park is a 1808.2 ha park located 11 km west of Bonnyville, north of Highway 28. Moose Lake, with its many bays and inlets, is very popular for fishing and is considered one of Alberta's best for Walleye and Perch. The campground is located in a Jackpine forest. This fragile environment is one of several topics included in the interpretive programs available in the park. Four km of hiking trails provide a scenic route through the forest and along the lakeshore.

There are 59 campsites in the campground with pit toilets, tap water and a dump station. The campground also has its own beach and boat launch. A separate day-use area has 20 picnic sites, a boat launch, parking, beach and changehouse. The average occupancy rate for the campground in 1984 was 34 percent.

Sir Winston Churchill Provincial Park

Sir Winston Churchill Provincial Park is one of two island parks in Alberta. Located 10 km north east of Lac La Biche, this park's campground has the highest average occupancy rate of any provincial park in the Zone at 52 percent.

Campers are attracted to the park by its excellent natural features and good beaches. Hiking trails permit walks through a majestic 150 year old Spruce forest. Along the lakeshore, viewing platforms and listening posts allow park users to study colonial nesting birds, such as the white breasted cormorants and white pelicans. In conjunction with these exceptional attractions, park interpreters provide a bi-weekly interpretive program, including guided walks and campfire talks.

Campground facilities include 90 campsites. Outdoor, cold water showers, vault toilets, a playground, three sandy beaches and a boat launch are also available.

Lac La Biche is a large lake covering 230 square km. It provides excellent fishing for Pike, Walleye, Perch and Whitefish. Small boats and canoes should stay close to shore due to the large waves which can develop quickly. The east arm of the lake has numerous sand and gravel bars, making navigation difficult.

Vermilion Provincial Park

Vermilion Provincial Park is located on the south side of the Vermilion reservoir, two km west of the Town of Vermilion.

The campground has 21 basic campsites and 57 sites with electrical hook-ups. There is also a group camping area, showers, flush toilets and a sewage dumping station. During 1984 the campground had an average occupancy rate of 34 percent.

With its proximity to the Town of Vermilion, the park is a very popular winter recreation area. There are ten km of trails following the river valley and reservoir shorelines. During the summer, the park interpreters conduct hikes, discussing the flora, fauna and river valley geology.

During the winter, the trails are groomed for cross-country skiing. The steep river valley slopes in the park are also popular for tobogganning. The old Vermilion CN station has been moved into the park to serve as a skiers' lodge and waxing hut.

Whitney Lakes Provincial Park

Whitney Lakes Provincial Park, the newest park in the study area, is located 24 km east of Elk Point on Secondary Road 646. Four interconnected lakes, Ross, Whitney, Borden and Laurier, provide excellent opportunities for canoeing, boating and shoreline hikes. The park lies in a transition area between the northern boreal forest and aspen parkland to the south. Jackpine, White Spruce, Mixed Woods and Black Spruce cover the gently rolling, sandy terrain. The excellent sandy beaches and sand dunes are park attractions in themselves.

Campground facilities on Ross Lake include 149 basic sites, flush toilets, showers and tap water. Recreational facilities include a beach, boat launch, fishing and self-guiding interpretive trails. Two day-use areas, one on Whitney Lake and the other on Laurier Lake each have a picnic area, beach and boat launch.

Ross Lake campground had only a 25 percent average occupancy rate in 1984. This can be attributed to the fact that people were unaware that the campground had opened. Discussions with campground officials indicate a much higher level of use during the 1985 summer season.

3.1.7.3 Provincial Park Recreation Areas

There are 26 Recreation Areas administered by Alberta Recreation and Parks provide 1,187 campsites. Recreation Area campgrounds account for 27.1 percent of the campsites in the Zone. Facilities at these sites are limited to picnic tables, pit or vault toilets, water, kitchen shelters and fire pits or pedestal stoves. Most recreation areas are located on lakes or rivers and usually provide a boat launch. No camping fees are charged but Park Rangers patrol the campgrounds to assist campers and provide security.

A concentration of Recreation Area campgrounds in Zone 6 occurs immediately north and south of Highways 28 and 28A as well as along Highway 55 and in the vicinity of Lac La Biche. All campgrounds are located on lakes, several of which are very popular fishing lakes. The number of lakes and access sites provided by the Recreation Areas, plus close proximity to several communities, encourages high use by campers and day-users, principally from the Zone.

3.1.7.4 Alberta Forest Service Recreation Areas

The Alberta Forest Service manages two forests in the Lakeland study area: the Lac La Biche Forest in the south and the Athabasca Forest in the north. The Alberta Forest Service Recreation Section provides seven facility programs for public outdoor recreation opportunities. They include auto access campgrounds, water access points, picnic areas, remote campsites, backcountry sites, trail heads, staging areas and group campgrounds. Twenty-five designated campgrounds are located in the Lakeland Zone. The four hundred and seven designated campsites comprise 9.3 percent of the total available campsites in the Lakeland Zone. Forty seven campsites are remote, backcountry and inaccessible by auto. Ninety-two day-use picnic sites are also available.

3.1.7.5 Alberta Transportation Campgrounds

There are 19 campgrounds in the Lakeland study area under the jurisdiction of Alberta Transportation. The 313 individual campsites represent 7.1 percent of the total campsites available in the Zone. Facilities at these campgrounds are basic; usually just pit toilets, a kitchen shelter, fire rings or pedestal stoves, picnic tables and water.

Other services and facilities, depending on the individual campground, may include water access points, a boat launch or dock, and a picnic shelter.

The campgrounds are all located close to primary highways and secondary roads. Several campgrounds, such as the one beside the Village of Andrew, are maintained by local municipalities. Visitor use of these campgrounds is not monitored.

3.1.7.6 Municipal Campgrounds

There are 17 municipal campgrounds in Zone 6, with 783 campsites, representing 17.8 percent of the total available sites. Several of these sites offer a wide range of facilities. For example, the Town of Two Hills has developed a new campground on Lac Sante with 175 campsites, 25 with electrical hook-ups. Other facilities include flush toilets, showers, a sewage dumping station and concession booth. Recreational opportunities include fishing, swimming, hiking, boating, a beach and playground. Other major municipal campgrounds include three on Muriel, Moose and Minnie Lakes; Weaver Park in Lloydminster; the Vegreville Municipal Campground; and the Fort McMurray Centennial Park.

3.1.7.7 Private Campgrounds

There are ten privately operated campgrounds in Zone 6. Four of these are located on Indian Reserves and are discussed in section 4.8.4.

The Owl Hoot Campground is the only private campground listed in the 1985 Alberta Accommodation Guide for Zone 6. Located on Lac La Biche, near the mouth of the Owl River, the campground is operated in conjunction with the Owl Hoot cabin rentals. Facilities include 20 campsites (five with power), firewood, pit toilets, a boat launch, boat rentals and groceries. Fees (1985) are $7.00 without power and $9.00 with power. Reservations are recommended.

The Louis Riel Campground is located 50 km south of Grand Centre on Frog Lake. The campground has 150 units with power. Campsites are situated in a sheltered wooded area and an open field. Facilities include flush toilets, laundry, sandy beach and a boat launch. There is a day use charge of $4.00 and the camping fee is $7.00 per night (1985). The campground is open between Victoria Day weekend and Labour Day weekend. This is a popular campground for Grand Centre residents and is heavily used during the summer months.

Spring Beach Cabins on Muriel Lake provides a camping area with 70 sites. Water, power and sewer hook ups are available. Rates (1985) are $7.00 basic, $8.00 power, $9.00 power/water and $10.00 power/water/sewer. A beach, laundry, showers and firewood are some of the other available facilities.

Hylo Lake Summer Resort is located on Secondary Road 663 just east of Hylo. Located on Tawakwato Lake, this campground has 90 units with basic facilities including a well, pit toilets, beach and boat launch.

Young's Beach is a new campground being developed on Beaver Lake. It has 125 campsites, a beach, boat launch, boat rentals, and a restaurant. There are plans to add power, flush toilets and showers in the next two years. This campground has an average occupancy rate of 80 percent during the summer months and is full on all holiday weekends.

3.1.7.8 Campground Summary

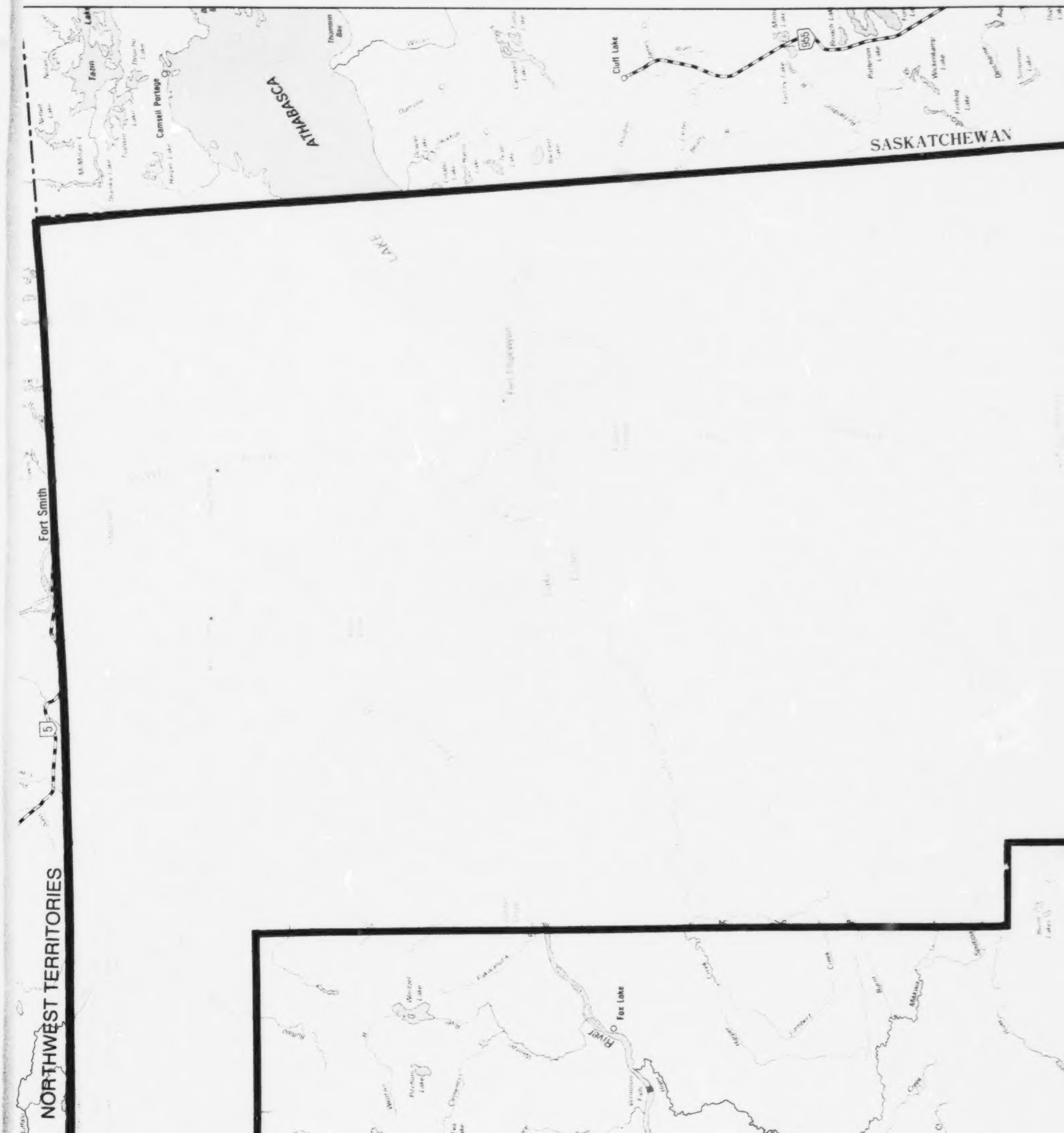
Tables 3-11 and 3-12 present statistical summaries of campgrounds in the Zone. Maps 8 and 9 illustrate their locations. Appendix H lists all government, municipal and private campgrounds and their facilities.

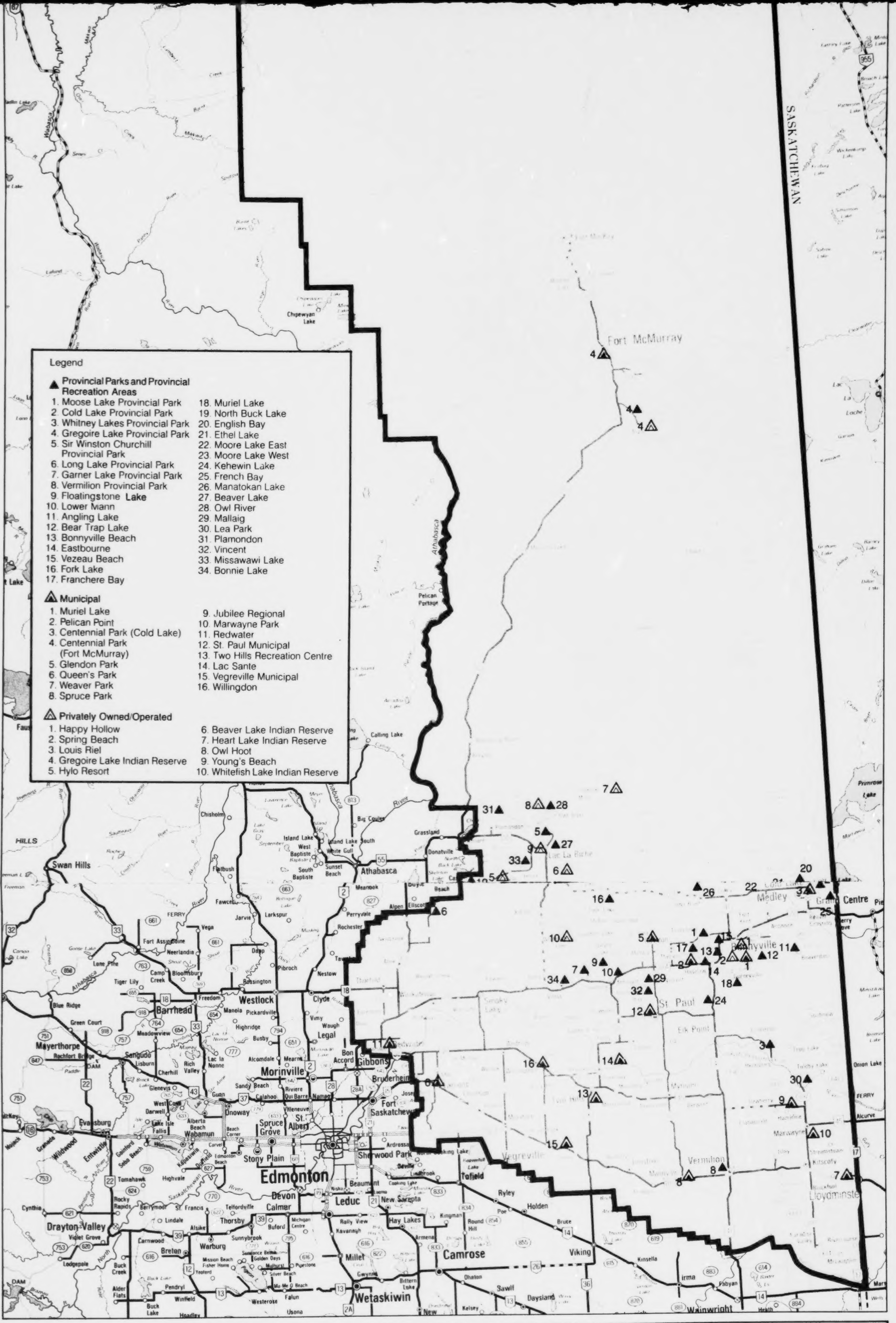
TABLE 3-11

CAMPGROUNDS BY SIZE AND OPERATOR

NO. OF SITES	NATIONAL PARKS		PROVINCIAL PARKS		ALBERTA FOREST SERVICE		ALBERTA TRANSPORTATION		MUNICIPAL		PRIVATE		TOTAL	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
1 - 10			6	17.7	14	56.0	12	63.1	7	41.2	1	10.0	40	37.4
11 - 20			4	11.8	5	20.0	4	21.1	2	11.8	2	20.0	17	15.9
21 - 50	1	50.0	8	23.5	4	16.0	2	10.5	3	17.6	2	20.0	20	18.7
51 - 100			8	23.5	2	8.0	1	5.3	4	23.5	3	30.0	18	16.8
101 +	1	50.0	8	23.5	0	0	0	0	1	5.9	2	20.0	12	11.2
TOTAL	2	100.0	34	100.0	25	100.0	19	100.0	17	100.0	10	100.0	107	100.0

Source: 1985 Alberta Accommodation Guide and Field Research


NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
LAKE
Fort Smith
Tazin Lake
Camsell Portage
Thomson Bay
Cluff Lake
955
Patterson Lake
Wickenkamp Lake
5
Fox Lake
River
Vermilion Falls
John D'Or Prairie
58
Peace
67
Wabasca
Margaret Lake
Wentzel Lake
Pitchimi Lake
Eva Lake
Buffalo
Lake
Whitesand


SASKATCHEWAN
Fort McMurray
Athabasca
Lac La Biche
Medley
Grand Centre
Bonnyville
St. Paul
Elk Point
Vermilion
Lloydminster
Vegreville
Two Hills
Fort Saskatchewan
Sherwood Park
Edmonton
St. Albert
Spruce Grove
Stony Plain
Morinville
Westlock
Barrhead
Swan Hills
Mayerthorpe
Leduc
Camrose
Wetaskiwin
Tofield
Viking
Wainwright
Drayton Valley

Legend

▲ **Provincial Parks and Provincial Recreation Areas**

1. Moose Lake Provincial Park
2. Cold Lake Provincial Park
3. Whitney Lakes Provincial Park
4. Gregoire Lake Provincial Park
5. Sir Winston Churchill Provincial Park
6. Long Lake Provincial Park
7. Garner Lake Provincial Park
8. Vermilion Provincial Park
9. Floatingstone Lake
10. Lower Mann
11. Angling Lake
12. Bear Trap Lake
13. Bonnyville Beach
14. Eastbourne
15. Vezeau Beach
16. Fork Lake
17. Franchere Bay
18. Muriel Lake
19. North Buck Lake
20. English Bay
21. Ethel Lake
22. Moore Lake East
23. Moore Lake West
24. Kehewin Lake
25. French Bay
26. Manatokan Lake
27. Beaver Lake
28. Owl River
29. Mallaig
30. Lea Park
31. Plamondon
32. Vincent
33. Missawawi Lake
34. Bonnie Lake

◭ **Municipal**

1. Muriel Lake
2. Pelican Point
3. Centennial Park (Cold Lake)
4. Centennial Park (Fort McMurray)
5. Glendon Park
6. Queen's Park
7. Weaver Park
8. Spruce Park
9. Jubilee Regional
10. Marwayne Park
11. Redwater
12. St. Paul Municipal
13. Two Hills Recreation Centre
14. Lac Sante
15. Vegreville Municipal
16. Willingdon

△ **Privately Owned/Operated**

1. Happy Hollow
2. Spring Beach
3. Louis Riel
4. Gregoire Lake Indian Reserve
5. Hylo Resort
6. Beaver Lake Indian Reserve
7. Heart Lake Indian Reserve
8. Owl Hoot
9. Young's Beach
10. Whitefish Lake Indian Reserve

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

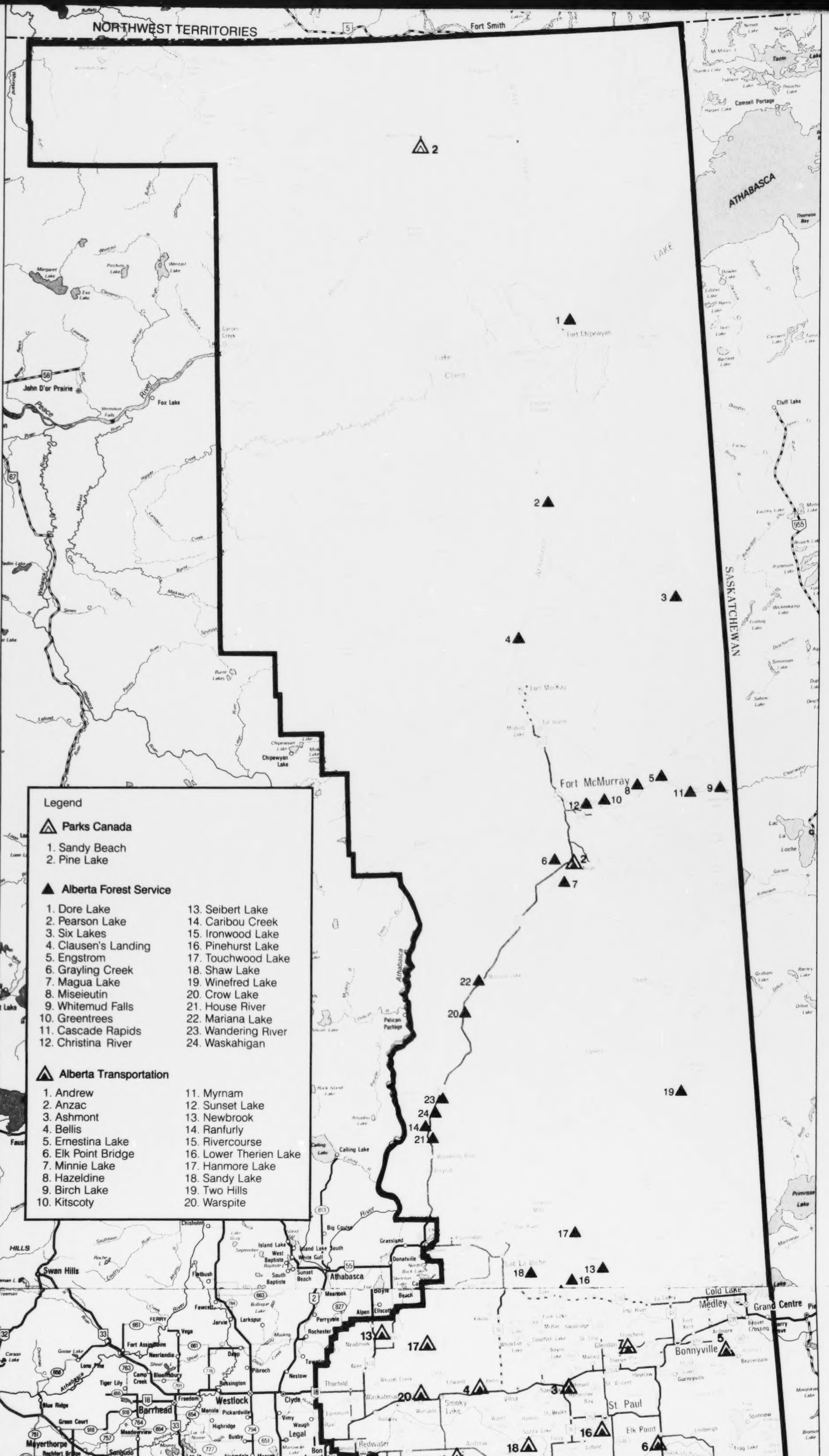
Graphics by Evita McConnell Graphics

Campgrounds
Alberta Recreation and Parks, Municipal and Private

Scale 0 5 15 30 50 km

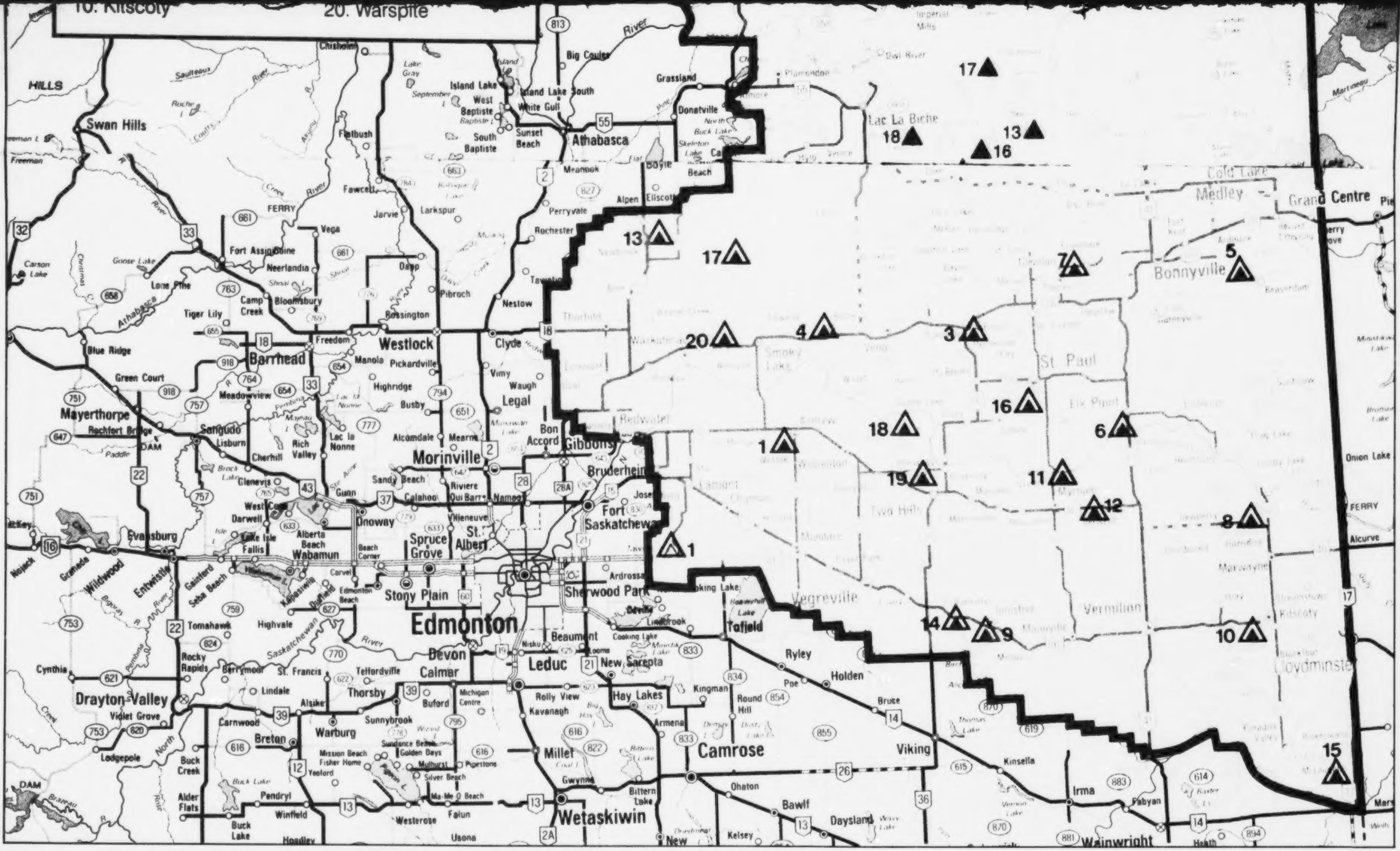
N

Map No
8


Legend
Parks Canada
1. Sandy Beach
2. Pine Lake
Alberta Forest Service
1. Dore Lake
2. Pearson Lake
3. Six Lakes
4. Clausen's Landing
5. Engstrom
6. Grayling Creek
7. Magua Lake
8. Miseieutin
9. Whitemud Falls
10. Greentrees
11. Cascade Rapids
12. Christina River
13. Seibert Lake
14. Caribou Creek
15. Ironwood Lake
16. Pinehurst Lake
17. Touchwood Lake
18. Shaw Lake
19. Winefred Lake
20. Crow Lake
21. House River
22. Mariana Lake
23. Wandering River
24. Waskahigan
Alberta Transportation
1. Andrew
2. Anzac
3. Ashmont
4. Bellis
5. Ernestina Lake
6. Elk Point Bridge
7. Minnie Lake
8. Hazeldine
9. Birch Lake
10. Kitscoty
11. Myrnam
12. Sunset Lake
13. Newbrook
14. Ranfurly
15. Rivercourse
16. Lower Therien Lake
17. Hanmore Lake
18. Sandy Lake
19. Two Hills
20. Warspite
NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
LAKE
Fort Smith
Fort Chipewyan
Fort McMurray
Camsell Portage
Cluff Lake
Primrose Lake
John D'Or Prairie
Fox Lake
Peace River
Chipewyan Lake
Pelican Portage
Calling Lake
Athabasca
Swan Hills
Barrhead
Westlock
Cold Lake
Medley
Grand Centre
Bonnyville
St. Paul
Elk Point
Smoky Lake
Redwater
Legal
Lac La Biche

10. Kitscoty

20. Warspite


Swan Hills
Barrhead
Westlock
Athabasca
Lac La Biche
Grand Centre
Cold Lake
Medley
Bonnyville
St. Paul
Elk Point
Smoky Lake
Redwater
Gibbons
Bon Accord
Legal
Morinville
St. Albert
Spruce Grove
Stony Plain
Fort Saskatchewan
Bruderheim
Sherwood Park
Edmonton
Devon
Leduc
Beaumont
Calmar
Tofield
Vegreville
Two Hills
Myrnam
Vermilion
Lloydminster
Kitscoty
Marwayne
Wainwright
Irma
Fabyan
Viking
Holden
Ryley
Camrose
Wetaskiwin
Millet
Drayton Valley
Evansburg
Entwistle
Wildwood
Mayerthorpe
Sangudo
Onoway
Wabamun
Breton
Warburg
Thorsby
Hay Lakes
New Sarepta
Bawlf
Daysland
Kinsella
Heath
Alcurve
Onion Lake
FERRY
DAM
HILLS
1
1
3
4
5
6
7
8
9
10
11
12
13
13
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19
20

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I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Campgrounds

Parks Canada, Alberta Forest Service & Alberta Transportation

Scale

0 5 15 30 50 km

N

Map No.

9

TABLE 3-12

CAMPGROUNDS SUMMARY

OPERATOR	NUMBER OF CAMPGROUNDS	NUMBER OF SERVICED SITES	NUMBER OF UNSERVICED SITES	TOTAL	%
Parks Canada	2	---	151	151	3.4
Provincial Parks	8	155	774	929	21.2
Provincial Recreation Areas	26	---	1,187	1,187	27.1
Alberta Forest Service Recreation Area	25	---	407	407	9.3
Alberta Transportation Campgrounds	19	---	313	313	7.1
Municipal Campgrounds	17	65	718	783	17.8
Private Campgrounds	10	75	542	617	14.1
	107	295	4.092	4,387	100.0

TOTAL AVAILABLE CAMPSITES IN ZONE SIX: 4,387

SOURCE: 1985 Alberta Accommodation Guide, Campground Operators, Lakeland Tourist Association and Field Research.

3.1.8 Municipal and Regional Parks and Recreation Areas

There are hundreds of municipal and regional parks and recreation facilities. This includes everything from curling rinks and theatres to large nature parks for outdoor recreation programs. Other related facilities include libraries, private/semi-private sports clubs and dance halls. All of these parks and facilities serve visitors and in many cases are venues that draw hundreds of visitors for events and tournaments. The importance of these parks and recreation facilities for many recreation activities is addressed in Section 3.1.12.

Some of the major municipal parks in the Zone are the Snye in Fort McMurray, Muriel Lake Municipal Recreation Area, Bud Miller All Seasons Park in Lloydminster and Lac Bellevue in St. Paul. Almost every community has a park area for general recreation activities and events.

3.1.9 Special Facilities

3.1.9.1 Fly-In Fishing Lodges

There are six fly-in fishing lodges in Zone 6 (Map 10) offering excellent fishing on secluded lakes. The lodges are all located north of the Primrose Lake Air Weapons Range and the 55th latitude.

Andrew Lake Lodge

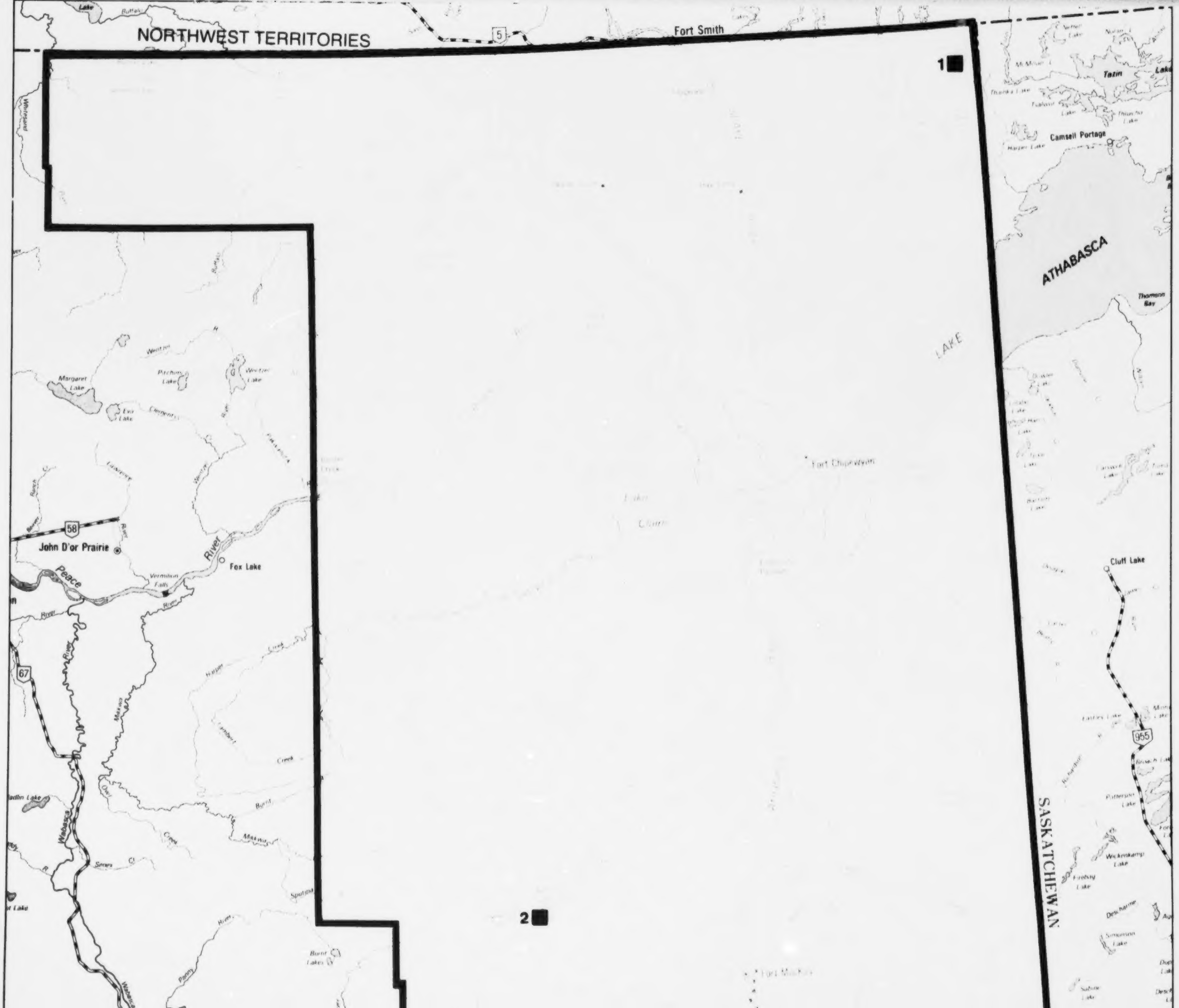
The most northerly lodge is Andrew Lake Lodge, located in the extreme northeast corner of the province. This large trophy lake offers fishing for northern Pike, Lake Trout and Whitefish. Hunting expeditions for moose and black bear can also be arranged. The log construction lodge includes a dining room, fireplace, washroom, showers and a small tackle shop. Eight cabins, each with electricity and heat, can sleep up to 24 persons in total. A freezer and smoke house are available.

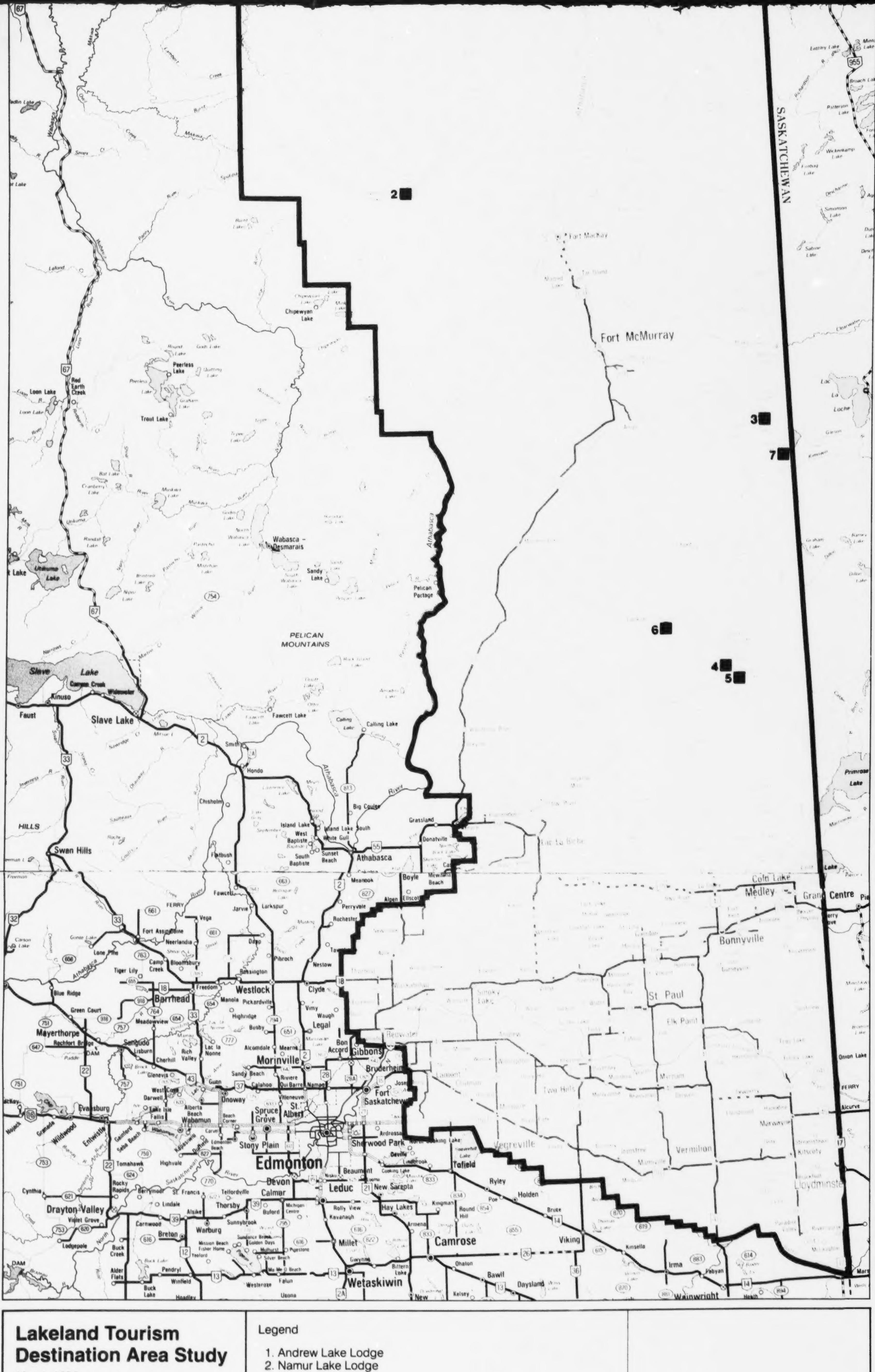
Several fishing and hunting packages are available. They can include round-trip airfare from Fort Smith, meals, accommodation, boats, freezing and packaging facilities. 1985 prices and departures during the May to October season, based upon double occupancy, and including fly-in/fly-out transportation, were:

3-night package - \$350 per person - Wed. to Sat.
4-night package - \$450 per person - Sat. to Wed.
7-night package - \$695 per person - full week
Daily Rate - \$100 per person (no transportation)

It is estimated 75 percent of the guests are American.

A 900 m gravel airstrip is being constructed to accommodate light aircraft.


NORTHWEST TERRITORIES
5
Fort Smith
1
Tazin
Camsell Portage
ATHABASCA
Thomson Bay
LAKE
Fort Chipewyan
Cluff Lake
955
SASKATCHEWAN
Margaret Lake
Pitchimi Lake
Eva Lake
58
John D'or Prairie
Fox Lake
Peace
River
Vermilion Falls
67
Wabasca
2
Burnt Lakes
Fort McKay


SASKATCHEWAN
Fort McMurray
Fort MacKay
2
3
7
6
4
5
Athabasca
PELICAN MOUNTAINS
Wabasca - Desmarais
Pelican Portage
Sandy Lake
Chipewyan Lake
Peerless Lake
Trout Lake
Red Earth Creek
Loon Lake
Lesser Slave Lake
Slave Lake
Kinuso
Faust
Swan Hills
Calling Lake
Fawcett Lake
Smith
Hondo
Chisholm
Flatbush
Big Coulee
Grassland
Athabasca
Boyle
Donatville
Lac La Biche
Cold Lake
Medley
Grand Centre
Bonnyville
St. Paul
Elk Point
Smoky Lake
Redwater
Westlock
Barrhead
Mayerthorpe
Whitecourt
Morinville
Gibbons
Bruderheim
Fort Saskatchewan
St. Albert
Spruce Grove
Stony Plain
Edmonton
Sherwood Park
Devon
Calmar
Leduc
New Sarepta
Tofield
Vegreville
Two Hills
Vermilion
Lloydminster
Ryley
Holden
Viking
Camrose
Millet
Wetaskiwin
Drayton Valley
Breton
Warburg
Thorsby
Kinsella
Irma
Wainwright
Evansburg
Wabamun
Onion Lake
Primrose Lake
Lac La Loche

Lakeland Tourism Destination Area Study

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Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

1. Andrew Lake Lodge
2. Namur Lake Lodge
3. Gypsy Lake Lodge
4. Winefred Lake Lodge
5. Grist Haven Lodge
6. Christina Lake Lodge
7. Kimowin Lake Lodge (under development)

Fly-In Fishing Lodges

Scale
0 5 15 30 50 km

N

Map No.
10

Namur Lake Lodge

Namur Lake Lodge is located 35 minutes northwest of Fort McMurray by air. Guests can fly in by float plane or land on the 762 m private airstrip. The lodge consists of a main building with seven well equipped cabins. Facilities include central showers, barbecues, freezer facilities, boat, motors and lifejackets. Each log cabin has a wood burning stove for heating, a propane cooking stove, refrigerator, dishes, utensils and electricity.

Fish in Namur Lake include trophy size Lake Trout, Northern Pike and Arctic Grayling. Outpost camps on Gardiner and Sandy Lakes provide fishing for trophy size Walleye, Northern Pike and Whitefish.

Other packages at Namur Lake Lodge include spring and fall bear hunting, moose hunting, winter ice fishing and recreational snow machine and four wheel drive wilderness tours.

Several versions of weekday, weekend, light housekeeping or full service excursion plans are available. 1985 prices range from $275 to $610 per person for the light housekeeping and full service on weekends (Friday pm to Sunday pm), to $350 and $875 per person for weekday (Sunday pm to Friday pm) excursions. The light housekeeping plan includes return airfare from Fort McMurray, cabins, boats, motors and gas. The full service American plan includes all the above plus three meals per day, bedding and full housekeeping. Rates for families, extra days and guides are available.

Gypsy Lake Lodge

Gypsy Lake Lodge, located 80 km east of Fort McMurray by air, offers summer and winter fishing for Northern Pike and Whitefish. Accommodations are in cabins which sleep up to four people. The lodge has new shower facilities, dining area and a relaxing, licensed lounge with fireplace. Gypsy Lake Lodge rates include accommodation, bedding, meals, boats, motors and gas. Extra equipment rentals, including rods, reels, flies and skidoos in the winter, are available. 1985 prices are $70 per person per day without meals and $100 per person with meals and full housekeeping. Costs do not include flights in by chartered aircraft. The lodge is accessible by winter road after freeze up.

Winefred Lake Lodge

The newly constructed main lodge at Winefred Lake can accommodate a maximum of 25 guests. In the past two years, 80-90 percent of the lodge's customers have been American. The lodge is completely self-contained with indoor plumbing, hot water, showers and heated rooms. Facilities include a large dining room, licenced lounge, stone fireplace and tackle shop. A stay at Winefred Lake Lodge includes all meals, accommodation, boats and fishing tackle. A tent camp on the Sand River near the lodge can accommodate another 25 people with guests supplying their own food and bedding. Access to Winefred Lake

Lodge during the summer is by plane only. Chartered or private aircraft can land on a 914 m airstrip or if float equipped, on the lake.

Trophy size fish in Winefred Lake include Pike to 25 pounds, Walleye to 12 pounds and Lake Trout to 15 pounds.

The all inclusive package (except airfare) is $125 per person per day in the lodge and $60 per person per day at the tent camp. Full service during the winter (October 1 to May 15) is $60 per day (1985 prices).

Grist Haven Lodge

Located 120 km north of Cold Lake, Grist Lake is accessible only by air. A well maintained 914 m airstrip is located on the south end of the lake (same airstrip serving Winefred Lake Lodge). Grist Haven Lodge consists of a main building and four guest cabins. Facilities include a comfortable living and dining room in the main lodge. Each cabin contains washroom facilities, wood burning stoves, hot and cold running water and showers. A tent camp located on nearby Winefred Lake allows guests to supply their own bedding and bring and cook their own food.

Fish caught in Grist Lake include Lake Trout, Northern Pike, Walleye and in adjacent streams, Arctic Grayling.

During the May to October season, 1985 prices for each package, including boats and motors are $125 per person per day at the lodge and $60.00 staying at the tent camp. Charter plane costs are not included.

Christina Lake Lodge

Located 130 km northeast of Lac La Biche, Christina Lake is accessible by small aircraft and CN rail from Lac La Biche or Fort McMurray. A 792 m all weather airstrip and docking facilities are available for aircraft access. The lodge accommodates 20 people in the main building and up to 18 guests in four cabins. A central dining area, fireplace, central washrooms and showers are contained in the lodge. Each cabin is equipped with propane heating, a cooking stove, dishes and linen. Fishing equipment for guests includes boats, motors, canoes, a filleting house and freezer facility.

The fish caught in Christina Lake are Arctic Grayling, Walleye, Northern Pike and Whitefish.

1985 prices per person per day range from $65 when bringing and cooking your own food, to $100 a day for all services. Group and family rates are also available.

Within the next few years, access to Christina Lake will be possible by an all weather road from Anzac. At this time the owner of Christina Lake Lodge plans to develop a 200 site campground to accommodate the anticipated increase in traffic to the area.

3.1.9.2 Fly-In Fishing Tent Camps

For the fisherman and hunter requiring fewer services and facilities, tent camps operate on several lakes in the Zone. These tent camps offer the remote fishing experience but with few amenities. Facilities at most camps include tents, cots, boats, motors, fuel, cooking utensils, a cooking stove, axe, saw and first aid kit. Some camp operators provide meals, cooks and guides. Airfare or boat transportation to these remote sites is included in the cost. Four camp operators offer packages in northeastern Alberta.

4-K Enterprises Ltd.

Based out of Fort McMurray, 4-K Enterprises offers fly-in fishing to five lakes in Alberta, Saskatchewan and the Northwest Territories. Based on groups of four or five people for five days, 1985 prices range from $295 per person up to $350 per person. Prices include airfare from Fort McMurray, tent camp accommodations and boats. Guests must supply their own fishing gear, food, cooking utensils, sleeping gear and personal items.

Northern Sport Fishing

Northern Sport Fishing operates four tent camps north of Fort McMurray. For three days fishing, prices range from a low of $230 per person to a high of $475 per person. Prices reflect the number of people in each group and the lake chosen for fishing. Tent camps are set up on Pearson, Wylie, Charles and Potts Lakes.

Mistahi Seepee Wilderness Tours Ltd.

Operating out of Fort Chipewyan, Mistahi Seepee Wilderness Tours offers fly-in fishing, hunting, boating and ice-fishing trips. Destinations include the Peace/Athabasca Delta, Lake Athabasca, Wood Buffalo National Park and isolated lakes in Alberta and the Northwest Territories. Transportation from Fort Chipewyan may be aircraft, boat, snowmobile or dogsled. Most guides are local Cree Indians. Rates include the appropriate method of transportation, food, accommodation in a tent camp and a guide. 1985 prices for each package based on three days and three nights are as follows:

Fly-In Fishing	$375 per person
Delta Fishing	$270 per person
Ice Fishing	$200 per person
Day Trips	$60 per person

Kimowin Lake Lodge

Kimowin Lake Lodge is a new development 102 km southeast of Fort McMurray. Presently operating as a tent camp, new log cabins are under construction to provide future accommodations. Services and facilities included in the fishing or hunting package are airfare, tent accommodation, boat, motor and all terrain vehicles for bush travel. Guests must supply their own fishing or hunting gear, food, clothing and sleeping bag. The fish caught in Kimowin Lake include Pickerel, Northern Pike and Perch. A complete weekend trip, including airfare from Vermilion, is $250 inclusive per person (1985) with a minimum of three people.

3.1.10 Indian Band Facilities

There are twelve Indian Bands in the study area. Several bands operate tourist facilities and services or plan to do so in the future.

Cree Band - Fort Chipewyan

The Cree Band in Fort Chipewyan presently owns Mistahi Seepee Wilderness Tours (discussed in section 3.1.9.2). The band has also proposed the development of a tourism corporation. This corporation would provide business management and training skills to band members starting their own guiding or outfitting business. A proposed tourist accommodation lodge in Fort Chipewyan would also be the centre for the tourist corporation and training centre.

Chipewyan Band - Fort Chipewyan

The Chipewyan Band is planning to offer a full range of wilderness tours on its lands adjacent to Wood Buffalo National Park on the Peace-Athabasca Delta. The Band is presently restoring the Athabasca Delta to support fish and wildlife populations. An immersion into the lifestyle of the Chipewyan Indians will be a part of the tour experience. Guests would be transported to the Delta from Fort McMurray by plane and/or boat.

Fort McMurray Band near Fort McMurray

The Fort McMurray Band is presently developing a campground on the south shore of Gregoire Lake. By the spring of 1986, 95 campsites will be developed. To provide camping spaces during the 1985 Alberta Summer Games in Fort McMurray, 30 campsites, pit toilets, tap water, a sandy beach and boat launch were constructed by the Band. The Fort McMurray Sailing Club operates a concession stand, club house and marina within the campground. Over the next two years the band plans to build flush toilets, showers and a cook shelter. All the facilities will be located close to the beach area and marina. A five mile nature trail has also been developed for hiking and cross-country skiing. The band intends to provide the same quality and level of facilities offered in nearby Gregoire Lake Provincial Park. The campground will be advertised for the 1986 season. Requests have already been received to rent out campsites on a monthly basis for the summer of 1986.

In their five year Recreation Plan, the Fort McMurray Band has also considered the development of a 9-hole golf course.

Beaver Lake Band near Lac La Biche

The Beaver Lake Band operates a small campground located on the southwest shore of Beaver Lake. Facilities include an open camping area among spruce trees, a beach, picnic shelter, pit toilets, a well and three docks. No fees or user statistics were available. The campground is accessible during the winter and is used as an access point for ice fishermen.

Whitefish Lake Band near Vilna

The Whitefish Lake Band operates a service station, grocery store and campground. All three facilities are used predominantly by band members and local people. The campground has few facilities and no fee is charged for its use. The campground is used mainly as an access point for swimming and boating.

Saddle Lake Band near St. Paul

The Saddle Lake Band opened a service station, restaurant, laundromat and museum on their reserve in 1975. Located off Secondary Road 652, southwest of St. Paul, the Manitou Kihew Centre has attracted an increasing number of tourists each year. Approximately 2,000 people toured the facility in 1985. A museum on the second floor of the Centre displays artifacts of local native history. The museum receives 60 percent of its business during the summer months but many groups tour the facility during the winter. During the fall of 1985 the museum exhibited a special "Native Creations Display". The display, which has been exhibited all over Canada, features three generations of native art, crafts and clothing. The museum is open year-round, Monday through Friday, 8 am - 4:30 pm. Admission is free.

Located near the museum, a privately run arts and craft store has been opened by a Saddle Lake Band member. The store sells locally made native crafts and art.

The Saddle Lake Band also organizes an annual Pow-Wow in June. Pow-Wow Days are held in Pepekesis Kotawan Cultural Park.

Kehewin Band near St. Paul

On the Kehewin Indian Reserve, a band operated sewing centre makes mats and weaving products. There is also a tannery on the Reserve which produces a variety of leather goods such as moccasins and mitts.

These hand made articles are sold from the sewing centre located on the Reserve. There is no organized program to market these items off the Reserve.

A new handicraft, created by the women of the reserve, is an Indian doll called "Kehewasis". The doll, wearing native ceremonial dress, is becoming a popular item. Orders have been placed from all over Canada and the United States. Kehewasis dolls, which are being sold for $50 to $75 by mail order, are not available for the local market. At present, the ladies creating these dolls can only supply existing orders.

Heart Lake Band near Lac La Biche

The Heart Lake Indian Band operates a 30 unit campground. The campground facilities include treated water, power, a swimming beach and boat launch facilities. A $5.00 fee is collected per party for each camping night. The campground is usually 65 percent full during the summer and 100 percent full on most summer weekends. Campground users are both local and regional, with people coming from as far as Edmonton. During the winter, a ploughed road through the campground allows access to the lake for ice fishermen.

Cold Lake First Nations Band near Cold Lake

Cold Lake First Nations Band has completed the development of a nature trail system on their English Bay Reserve. The trails were built for local use by band members and residents of the Town of Cold Lake. The trails will be used for hiking in summer and cross-country skiing or snowmobiling during winter. No other recreation facilities or services are operated by the Band.

3.1.11 Metis Settlements

Alberta has eight Metis Settlements. Four of them, Caslan, Elizabeth, Fishing Lake and Kikino, are located in the study area. In 1980 the Federation of Metis Settlements formed an Economic Development Corporation. Each settlement paid $75,000 to become a shareholder in the Corporation, which provides training programs and business development opportunities for Metis people. Some of the businesses are aimed at attracting tourists to the settlements.

Kikino

The Kikino Metis Settlement has begun the development of several cultural and tourism related businesses. A game ranch with bison, elk and deer has been operating for several years. The animals, originally purchased from the provincial government, are being raised to sell as breeding stock. Plans for the 7000 acre ranch also include hiking trails, picnic areas and day-use cabins. Approximately one million dollars has already been invested into the ranch for the purchase of the herds, building fences, corrals and paddocks.

A second tourism development started by the Kikino Settlement is a three phase campground and beach development on Whitefish Lake. During the 1985 Phase I development, $128,000 was spent on rough cutting and clearing of campground roads, 90 campsites and a beach area. Phase II will include partial servicing of the campground with further facilities development and trail construction. A central lodge and horse riding stables are also being considered for this phase. The campground will be ready for use in 1987. A Phase III cabin development is planned within the next five years.

Caslan

The Caslan Metis Settlement, bordering on the Kikino settlement to the south, is planning the development of two campgrounds. No information on the facilities or number of campsites is available yet.

A service station has been partially constructed on Secondary Road 855, but the completion date is unknown at this time.

Elizabeth

The Elizabeth Metis Settlement, located 20 km south of Grand Centre, operates a private campground called Soars Lake Resort. The campground is not open to the public and is used mainly as a Bible camp and weekend retreat for invited guests. The annual rodeo on the settlement in July is run by the Twin Lakes Rodeo Association.

Fishing Lake

The Fishing Lake Metis Settlement, located 60 km north of Kitscoty, has no public facilities or services. A beach camping area and boat launch in the Settlement are for local use only. There are no plans at present to develop any services, facilities or attractions in the Settlement.

3.1.12 Outdoor Recreation

3.1.12.1 Water Based Recreation

Water is one of the single most important resources for outdoor recreation and tourism in the Zone. In the Lakeland Tourist Zone, four major rivers and hundreds of lakes provide many opportunities for water based recreation.

Sport Fishing

Sport fishing is the most important activity in the study area in both summer and winter. Six of Alberta's seven trophy fishing lakes are located in the study area. Ten of Alberta's twelve fly-in fishing operations use lakes located in this Zone, (as discussed in Section 3.1.9). Excellent fishing is also found in many lakes throughout the southern portion of the Zone. Over 90 fishing lakes are listed in the Alberta Fishing Guide for the south half of the Zone. Of all the sport fishing activity in the province, northeast Alberta accounted for 33.7 percent. Residents of this region accounted for 86 percent of those fishermen.

Despite the number of lakes and current good fishing, Alberta Fish and Wildlife has expressed concern that fish populations are declining too rapidly, particularly in the southern lakes. Similar concerns have been expressed for many northern lakes, where fish mature slowly and cannot grow rapidly enough to replace those being removed. Lower catch limits and promotion of catch and release fishing is needed to help prevent over-fishing. Uncontrolled fishing, even in the remote northern lakes, could seriously deplete fish populations. To ensure that fish populations are maintained for sport fishing, Alberta Fish and Wildlife stock many of the heavily fished lakes in the southern areas of the study area.

The primary fish caught in the study area include Pike, Pickerel (Walleye), Perch, Lake Trout, Whitefish and Arctic Grayling. Pike, Pickerel and Perch are found in most lakes throughout the Zone. Northern Pike and Lake Trout are found in larger lakes in the south and most northern lakes. Arctic Grayling are generally found in swift flowing streams and rivers, although some lakes, such as Namur, have a resident population. Cold Lake and all the trophy lakes, Andrew, Namur, Gardiner, Winefred, Siebert, and May, can all produce record size fish. Increased fishing in these lakes will tend to reduce their capacity to produce trophy fish.

Boating/Canoeing

The numerous lakes in the southern half of the study area are easily accessible to boaters. Boat launches have been developed on most lakes. Boat rentals are available on many lakes. Due to the pressure on some lakes by recreational users, boat engine sizes and speed limits are being implemented.

Canoeing is popular on many of the lakes and rivers in the study area. Some of the larger lakes such as Cold Lake, Lac La Biche and Athabasca Lake are considered dangerous for canoes and small craft due to quickly changing winds. These large lakes can develop high waves of one metre or more in height, which can swamp small craft.

Wilderness canoeing enthusiasts have their choice between quiet secluded lakes and rivers and white-water stretches on the Athabasca, Slave, Clearwater, Hangingstone and Firebag Rivers. Wood Buffalo National Park has guided canoe trips available through private outfitters. Travel Alberta and Alberta Recreation and Parks have detailed reports and maps for boating and canoeing on many Alberta rivers and lakes. These reports (out of print) and maps need to be updated to reflect the recent changes in river regimes.

Sailing

Cold Lake, Lac La Biche and Gregoire Lake are popular lakes for sailing. Cold Lake, in particular, because of its size, depth and launching ramp, attracts many sailing enthusiasts from Edmonton. The towns of Cold Lake, Lac La Biche and Bonnyville all offer sailing and windsurfing lessons as part of their regular summer recreational program. Cold Lake also hosts the annual Aqua-Days Celebration, consisting of several sailing and water based competitions and events. Once a year the Town of Lac La Biche hosts the Annual Desperado Sail Boat Race. This sailing race, held in August, attracts both local and regional sailing enthusiasts. During Alberta's 1985 Summer Games in Fort McMurray, sailing competitions were held on Gregoire Lake. The local sailing club provided docking, launching facilities, use of its clubhouse and a concession stand to sailing competitors.

White Water Rafting

White-water rafting is discussed under river tours in Section 3.1.3.

Swimming

The best swimming lakes in the Zone are located north of the North Saskatchewan River. Although there are some lakes south of the river, generally they are shallow, weedy and alkaline. The North Saskatchewan and Vermilion Rivers are also poor for swimming due primarily to their poor water quality.

The central region of the Zone between Lac La Biche and Cold Lake has some of the best swimming areas in Alberta. Approximately 70 percent of Alberta's sandy beaches are located in this area, providing ideal water based recreation opportunities. The concentration of Provincial Parks, Recreation Areas and municipal parks provide easy access to the many public beaches.

3.1.12.2 Land-based Recreation

Golf Courses

There are 14 golf courses in the Zone (Map 11). Reservations for tee off times are recommended for the more popular courses, including the Miskanaw Golf and Country Golf Club in Fort McMurray, the Lac La Biche Golf and Country Club, Palm Springs Golf Club in Grand Centre, the Lloydminster Golf and Country Club and the Elk Island National Park Golf Course. The Palm Springs Golf Club has "members only" playing times, on both weekdays and weekends. Daily fees (1985) for all the golf courses range from $3.00 - $10.00 on weekdays and $7.00 to $18.00 on weekends.

The Lac La Biche, St. Paul and Elk Point Golf Courses have recently constructed or renovated clubhouses. Except for the Grand Centre, Vilna and Kitscoty Clubs, all offer food services, equipment rentals and driving ranges. Lloydminster and Miskanaw also offer such facilities as indoor racquetball courts, a licensed lounge, and banquet facilities. Lloydminster, Miskanaw and Palm Springs are the only clubs with 18 hole courses.

Skiing

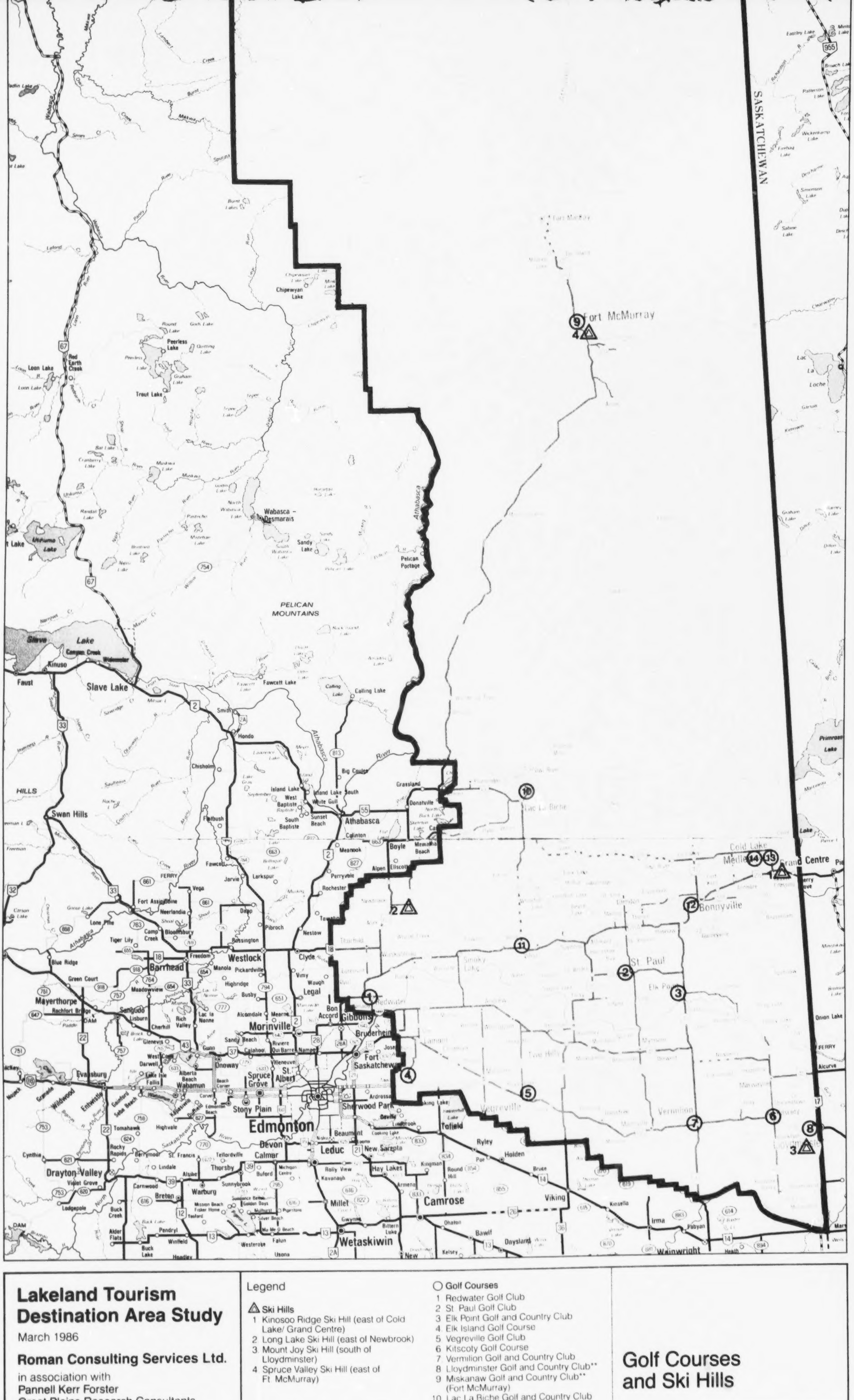
Four downhill ski areas are located in the study area (Map 11). All areas primarily attract local and regional users. The availability of other ski resorts in central and western Alberta, with more facilities and longer ski runs, will continue to attract most tourist markets. Map 11 illustrates the locations of the ski areas.

The Kinosoo Ridge Ski Area, near Grand Centre, was developed jointly by Cold Lake Air Force Base personnel and the Provincial Government. The $2.5 million facility features a chalet, a triple chair lift and snowmaking equipment. Most runs are 600 to 800 m long.

Spruce Valley Ski Hill, located southeast of the City of Fort McMurray, opened for the 1984-85 season. The ski area offers snow making, five runs, equipment rentals and a cafeteria service. The longest run is 770 m with a vertical rise of 125 m. The hill is patrolled by members of the Canadian Ski Patrol.

The Mount Joy Ski Area, located southwest of Lloydminster, has 16 runs, ranging from novice to intermediate. Two other organizations offer programs at the facility. Mount Joy Ski Jumping Club uses the 30 metre jump and is planning to build a 15 metre introductory jump. The Lloydminster Luge Club also uses the facilities. Facilities at the hill include a T-bar, chalet with concession, ski rentals, ski patrol and instruction.

ATHABASCA
Camsell Portage
Tazin Lake
Harper Lake
Thomas Lake
Thompson Bay
William
Carswell Lake
Douglas
Cluff Lake
955
Eastley Lake
Patterson Lake
Wickenkamp Lake
Simonson Lake
Firebag Lake
Richardson
SASKATCHEWAN
LAKE
Fort Chipewyan
Fort MacKay
Fort Smith
5
NORTHWEST TERRITORIES
Garden Creek
Burnt Lakes
Wentzel Lake
Pakwanutik
Fox Lake
River
Lambert
Burnt
Pitchimi Lake
Wentzel
Vermilion Falls
Fox Lake
Margaret Lake
John D'or Prairie
58
Peace
Wabasca
Whitesand
67


SASKATCHEWAN
Fort McMurray
Fort MacKay
PELICAN MOUNTAINS
Athabasca
Wabasca - Desmarais
Pelican Portage
Slave Lake
Lesser Slave Lake
Swan Hills
Faust
Kinuso
Red Earth Creek
Peerless Lake
Trout Lake
Chipewyan Lake
Calling Lake
Fawcett Lake
Lac La Biche
Cold Lake
Medley
Grand Centre
Bonnyville
St. Paul
Elk Point
Smoky Lake
Vegreville
Vermilion
Lloydminster
Wainwright
Camrose
Viking
Wetaskiwin
Leduc
Edmonton
Spruce Grove
St. Albert
Stony Plain
Fort Saskatchewan
Sherwood Park
Morinville
Westlock
Barrhead
Athabasca
Boyle
Redwater
Gibbons
Bruderheim
Lamont
Two Hills
Tofield
Ryley
Holden
Drayton Valley
Evansburg
Mayerthorpe
Whitecourt
Onoway
Legal
Clyde
Devon
Calmar
Thorsby
Millet
Hay Lakes
New Sarepta
Beaumont
Irma
Kinsella
Fabyan
Onion Lake
Alcurve
Hondo
Smith
Chisholm
Flatbush
Grassland
Donatville
Lac La Loche
Primrose Lake

Legend

△ Ski Hills
1 Kinosoo Ridge Ski Hill (east of Cold Lake/ Grand Centre)
2 Long Lake Ski Hill (east of Newbrook)
3 Mount Joy Ski Hill (south of Lloydminster)
4 Spruce Valley Ski Hill (east of Ft. McMurray)

○ Golf Courses
1 Redwater Golf Club
2 St. Paul Golf Club
3 Elk Point Golf and Country Club
4 Elk Island Golf Course
5 Vegreville Golf Club
6 Kitscoty Golf Course
7 Vermilion Golf and Country Club
8 Lloydminster Golf and Country Club**
9 Miskanaw Golf and Country Club** (Fort McMurray)
10 Lac La Biche Golf and Country Club
11 Vilna Golf Club
12 Bonnyville Golf and Country Club
13 Grand Centre Golf and Country Club
14 Palm Springs Golf Club** (CFB. Cold Lake)

** 18 hole golf courses

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Golf Courses and Ski Hills

Scale
0 5 15 30 50 km

N

Map No.
11

Long Lake Ski Hill, located 125 km northeast of Edmonton near Newbrook, has a T-bar and a rope tow, day lodge with food service, ski rentals, ski patrol and instruction. The longest run is 900 m long. The runs are 25 percent novice, 50 percent intermediate and 25 percent expert. Cross-country skiing and wilderness camping is also available.

Cross country skiing is popular throughout the study area. Many communities have formed ski clubs and developed local trail systems.

The City of Lloydminster Cross-country Ski Club has been developing trail systems in Big Gully Creek, north of the city, for several years. The Vermilion Ski Club uses Vermilion Provincial Park as its main ski area, grooming the hiking trails which run southwest up the river valley. The Vermilion Ski Club also had the old CN train station relocated into the park to serve as a waxing hut and clubhouse.

The Cold Lake Indian Band has completed several km of hiking and skiing trails, primarily for the use of Band members and residents of Cold Lake.

Most of the Provincial and National Parks encourage cross-country skiing and provide ploughed parking. Cold Lake and Vermilion Provincial Parks are popular skiing areas. Elk Island National Park attracts many people from Edmonton to ski on more than 80 km of trail systems.

For the wilderness skiing enthusiast, all of the Alberta Forest Service trails can be used for cross-country skiing. However, snowmobilers may also use some trails. The Little Fishery Creek Forestry trail west of Fort McMurray is designated strictly for cross-country skiing during the winter.

Snowmobiling

There are no formal snowmobile trails in Zone 6. The Alberta Forest Service trails in the Lac La Biche and Athabasca forest are multi-use for skiers and snowmobiles. They may also be used by trappers, seismic crews and oil companies for winter access to remote work sites.

Rivers and lakes are popular snowmobiling routes throughout the study area. The "Mufaloose Trail" runs along the Athabasca River from Fort McMurray to Fort Chipewyan. Many lakes which are inaccessible during the summer can be reached by ice fishermen with snowmobiles. Several of the fishing lodges are open during winter for ice fishing and provide snowmobile rentals for transportation across the lakes.

None of the National or Provincial Parks allow snowmobiling on trail systems within park boundaries.

Hiking

In Zone 6, most hiking trails have been developed in association with the Provincial Parks, National Parks and Forest Recreation Areas.

Elk Island National Park has several well developed trails ranging in length from the short 2.5 km Amisk Wuche Nature trail to the longer 13 km Moss and Shirley Lake Trails. These are popular trails because of their close proximity to Edmonton.

Wood Buffalo National Park offers more primitive nature trails and hiking routes. There are several established trails with guide brochures. For the most part, natural bison migration trails, other wildlife trails, existing cutlines, tracks and abandoned roads serve as hiking trails. Short interpretive trails at the Pine Lake campground, whooping crane nesting areas and through the salt plains, will continue to be developed, but care will be taken to ensure negative impacts are avoided.

Sir Winston Churchill, Cold Lake, Vermilion and Moose Lake Provincial Parks all provide hiking opportunities in conjunction with interpretive programs. The trail networks are generally short and self-guiding. Park naturalists also conduct hikes throughout the summer months as part of interpretive programs.

The two forest regions in Zone 6, the Lac La Biche and Athabasca Forests, provide many opportunities for back country hiking on primitive trails. The trails have been planned cooperatively with recreation users, trappers, timber and oil companies and other government agencies. Unless designated otherwise, the trails can be used for hiking, horseback riding, skiing and snowmobiling. Many provide access to Alberta Forest Service lookouts and remote campsites. The only well-developed forestry trail is the 0.8 km Little Fishery Creek Trail adjacent to the City of Fort McMurray. This is also a designated cross-country ski trail in the winter.

Hunting

Big game, such as deer, moose and bear; upland game birds such as grouse, pheasants and partridge; and waterfowl, are all hunted in this area. Deer and moose are the most popular species hunted, while black bear have been less popular.

Upland game birds such as the ruffed grouse and sharptail grouse are abundant in the mixedwood forest. The sloughs in the southern parkland area of this Zone are very good for waterfowl hunting.

As with fishing, Edmonton is the main market for attracting hunters. However, areas with higher wildlife populations to the west and north of Edmonton are within the same distance as Zone 6 and are more popular with hunters. Surveys carried out by the Fish and Wildlife Division show most hunters in the area are local residents. Hunters from outside the region have significantly decreased since the mid 1970s. The most likely explanation for this is that other hunting areas of Alberta are drawing these hunters away.

Hunting Guides

Licensed guides are broken down into two classes. Class "A" guides are entitled to guide anywhere in the province. Class "B" guides are restricted to areas other than the mountain regions. There are 544 Class A and 788 Class B guides listed in the 1984-85 Alberta Licensed Guides and Outfitters guide. It is not possible to determine how many of these guides operate in the Zone. Based on discussions with local residents and industry representatives, it is estimated that several hundred guides operate in the Zone.

3.1.13 Vehicle Services

Service Stations

There are approximately 130 service stations listed in the Zone. They include the small village service station with attendant, the new larger self-serve with fuel, grocery and convenience food outlets, and the independent dealers.

The smaller town and village service stations, particularly those located off the main highways, cater primarily to the local residents and farming community. Facilities usually include auto, farm fuels and a general repair garage. Hours of operation are usually limited to six days a week, with some evening service.

In the larger communities, the major oil companies have been opening or renovating existing service stations to provide more conveniences to motorists. These service centres may include groceries, fast food outlets, a car wash or restaurant. These service centres are usually located on the main thoroughfare and cater to both the passing motorist and the local resident.

The larger communities are also the only locations where 24 hour service is provided. For the service station operator in the smaller communities it is not feasible to stay open for longer hours. The locations and distances between service stations in the study area are adequate to accommodate travellers on the major highways. A 200 km stretch of Highway 63 between Wandering River and Fort McMurray is the least serviced area with only one service station and restaurant located at Mariana Lake. With a total driving distance between Edmonton and Fort McMurray of 430 km, most automobiles have sufficient range to make the trip without a fill-up. Most other primary highways in the Zone pass through the more densely populated southern regions of the Zone, where service stations are located in most communities. However, if driving on Sunday or through the night, travellers should be made aware that many of the smaller community service stations may not be open.

The Secondary Highways and access roads to various lakes in the area have limited service stations available for auto and recreation equipment fueling. Recreation vehicle and mobile home repair services are available in Bonnyville, Fort McMurray, Lac La Biche, Lloydminster, St. Paul and Vegreville.

Sewage Disposal

There are 31 sewage disposal stations for recreation vehicles travelling in Zone 6. Gregoire Lake, Long Lake, Garner, Vermilion, Moose and Whitney Lake Provincial Parks all have stations in the campgrounds. Both national parks have dump stations in their respective campgrounds. The remaining stations are located in various communities and associated municipal campgrounds throughout the Zone. Appendix J lists their locations.

3.1.14 Transportation Services

Transportation facilities play a vital role in the tourism industry of northeastern Alberta. Most communities in the Zone are accessible by one or all of the highway, bus, train or air services available. The sparsely populated northern areas rely almost exclusively on air service or winter road access.

Highways

The major paved highways through the Zone are Highways 16 (Yellowhead), 45 (Aurora Way), 41 N(Buffalo Trail), 28, and 63. Highways 36 and 55 (Northern Woods and Water Route) are also designated primary highways but approximately 58 km of Highway 36 and 78 km of Highway 55 within the Lakeland Zone are gravel. These sections of Highway are currently under construction with paving to follow at some future date.

The Yellowhead Highway crosses the Zone from east to west providing connections between eastern points such as Lloydminster through to Edmonton. The Yellowhead is the most important highway in the Zone from a tourism perspective because it is the main route into the Zone serving major population centres in Manitoba, Saskatchewan and British Columbia.

Alberta Transportation statistics indicate that the 1984 average annual daily traffic count (AADT) and the average summer daily traffic count (ASDT) for Highway 16 west of Lloydminster were 3500 and 4000 vehicles respectively. These numbers indicate a high traffic flow into Zone 6 on Highway 16 throughout the year. The breakdown by vehicle type indicates 77.8% are private automobiles, 6.7% recreation vehicles, with the remaining 15.5% trucks and buses. Traffic counts on Highway 16, east into the Zone at Elk Island National Park, indicate 81.2% are private vehicles and 8.0% are recreation vehicles.

A long term improvement plan for Highway 16 includes twinning from the Saskatchewan Border to British Columbia. Presently, twinning and road improvements are being completed for several sections of the highway in the Zone between Edmonton and Lloydminster.

Several other highways in the Zone will have improvements over the next five years. Highways 36 and 55 will be upgraded to fully paved routes. They are presently oil based and gravel. Highway 36 is the main route to Lac La Biche from the southeast part of the Zone. Highway 55, the Northern Woods and Water Route connects Cold Lake and Lac La Biche in the Zone.

Highway 63 is the only road north to Fort McMurray. A two lane highway was built to help service the expanding oil sands developments in Fort McMurray. Highway 63 has been widened from Fort McMurray to south of Gregoire Lake Provincial Park turn-off. Continued widening is planned in conjunction with requirements for surface rehabilitation or refurbishing.

An extension of Secondary Road 881 from Anzac to Chard and Conklin is to be completed in two years. This secondary road will provide road access for residents of these communities to Fort McMurray.

Highway 28 is the main east-west route between Edmonton and the Cold Lake/Grand Centre/Bonnyville area. This good two lane highway provides access to the many lakes and Provincial Parks along its route. Intersections with Highways 36 and 41 provide opportunities for north and south travel in the Zone.

Alberta Transportation is now considering the upgrading of Secondary Road 897, which also connects Highways 28 and 36 and the communities of Cold Lake and Lloydminster. The recent oil and gas developments near these communities and along Secondary Road 897 have sufficiently increased traffic along this route to warrant it being paved. Secondary Road 897 is scheduled to be regraded from north of Secondary Road 641 for 11 km to the Frog Lake Indian Reserve during the 1985/86 construction season. This is part of the department's overall program to upgrade Secondary Road 897 to a modern standard between Cold Lake and Lloydminster.

Highway 45 is another east-west route crossing Zone 6. Connecting the communities of Redwater, Andrew, Two Hills, Myrnam and Marwayne. It is a scenic alternate route to Highway 16. Named the Aurora Way, after the Aurora Borealis, this route presently stretches across Saskatchewan and Alberta, with links at either end to Alaska and Texas.

Forty km of Highway 45 received base course construction from the Alberta-Saskatchewan border to west of Dewberry in 1985. Only 18 km of Highway 45, from west of Dewberry to Highway 41, remain for base course construction. This section is being regraded in 1985 in preparation for final base and paving in a few years.

Secondary Road 646 received base course construction in 1985 from Lindbergh, past Whitney Lakes Provincial Park to Secondary Road 893 at Heinsburg. Secondary Road 893 has also had base course construction in 1985 from Heinsburg to two miles south of the North Saskatchewan River (junction with Secondary Road 640).

Air Services and Facilities

There are four air carriers providing scheduled flights to Fort McMurray, Fort Chipewyan and Lloydminster. Pacific Western is the largest airline with jet service between Edmonton and Fort McMurray. Wapiti Aviation provides two flights a day between Edmonton and Fort McMurray, as does Time Air, which also serves Lloydminster, Bonnyville, Cold Lake and Fort Chipewyan with daily flights. Norcanair based out of Saskatoon provides a service between Lloydminster and Edmonton on a daily basis. Time Air, Wapiti Aviation and Norcanair all use propeller driven aircraft.

In addition to these four scheduled air line services, Zone 6 is also served by ten fixed wing charter companies and six helicopter charter companies. The fixed wing companies provide single and twin engine light plane service on wheels, floats or skis. Fly-in fishermen and hunters are an important market for these firms. The helicopter charter companies are used primarily by government and large businesses, because they are too expensive to rent for most individuals and small companies. Appendix J is a list of charter air services in Zone 6.

There are 43 airports in the study area. The airports at Fort Chipewyan (1525 m), Fort McMurray (1830 m), Cold Lake (915 m), Bonnyville (1115 m) and Lloydminster (1700 m) all have paved runways and terminal buildings. Other airports with hard surface runways include Elk Point (900 m), Lac La Biche (1740 m), St. Paul (1065 m), Two Hills (885 m), Vegreville (1220 m) and Vermilion (1005 m). The remaining airstrips are either grass or gravel.

Fort McMurray is the last of the major centres in the Zone with air service to have a new airport terminal. The new terminal opened the fall of 1985.

Railways

There is one passenger train service in the Zone. Canadian National Railways operates trains between Edmonton and Saskatoon but does not have any passenger train service through the Zone. Canadian National Rail also operates a train service between Edmonton and Fort McMurray. The "Muskeg Mixed" is a mixed freight and passenger train that leaves Edmonton twice a week on Wednesdays and Sundays. The train has fifteen possible stops before it reaches Lac La Biche and stops for the night. Leaving Lac La Biche on the following morning, there are up to 17 possible stops before reaching Fort McMurray. The primary function of the train is to haul freight and provide the only ground transportation for several northern Alberta communities.

The "Muskeg Mixed" is also popular with tourists, particularly between Lac La Biche and Fort McMurray. During the spring, summer and fall, the passenger coaches are heavily booked with school groups, old age pensioners, hunters and fishermen. Because the train provides access to a remote area of the province, there is a certain wilderness appeal to the trip. As well, passengers can include an unusual mix of local trappers, natives, hunters, fishermen and hikers. As well as designated stops, the train will stop to let off or pick up trappers, hunters, fishermen and their gear including canoes, fish and carcasses. This aspect of the train service is particularly attractive for fishermen, hikers and hunters looking for access to remote areas and the lake and river systems of northeastern Alberta. Canadian National Railway is planning to discontinue passenger service when a highway between Fort McMurray and Lac La Biche, via Conklin, is completed.

Passenger service facilities are limited to dayline cars each with 60 seats and light meals sold by the conductors. The fare (1985) between Edmonton and Lac La Biche is $11.00, the same for the Lac La Biche to Fort McMurray trip.

Bus Service

Public ground transportation in the Zone is provided primarily by Greyhound Bus Lines. Buses travel throughout the Zone with stops at major towns and smaller villages and hamlets as required. With arrangements made beforehand, the bus can stop at a designated location to discharge or meet passengers.

Red Arrow Express provides a slightly more expensive public bus transportation service between Edmonton and Fort McMurray. The luxury motorcoaches seat 25 people with reclining seats, headsets and refreshments. There are four departures daily between downtown Edmonton and downtown Fort McMurray. A Red Arrow Express run is scheduled to begin between Edmonton and Cold Lake in 1986.

There are several companies that charter school buses, highway motor coaches and passenger vans for local and long distance travel. Five charter bus operators are in Fort McMurray, one in Bonnyville and two in Lloydminster.

3.1.15 Gateways, Corridors and Linkages

Important elements of any tourism destination area are the connections within and to the area. This includes access and transition points within and into the Zone (gateways); primary movement through the Zone (corridors); and significant connections within and surrounding the Zone (linkages). Map 12 illustrates the gateways, corridors and linkages for Zone 6. Gateways, representing specific locations within the Zone, are separated into three categories. The first two, which represent physical access points into Zone 6, distinguish between major gateways, through which the bulk of traffic enters the Zone , and minor gateways, through which lesser volumes of primarily local and regional traffic arrive. Major gateways include such points as:

- Highway 16 at Lloydminster (Canada's Border City)
- Highway 16 at Elk Island National Park (West boundary of park)
- Fort McMurray Airport

Minor gateways include such points as:

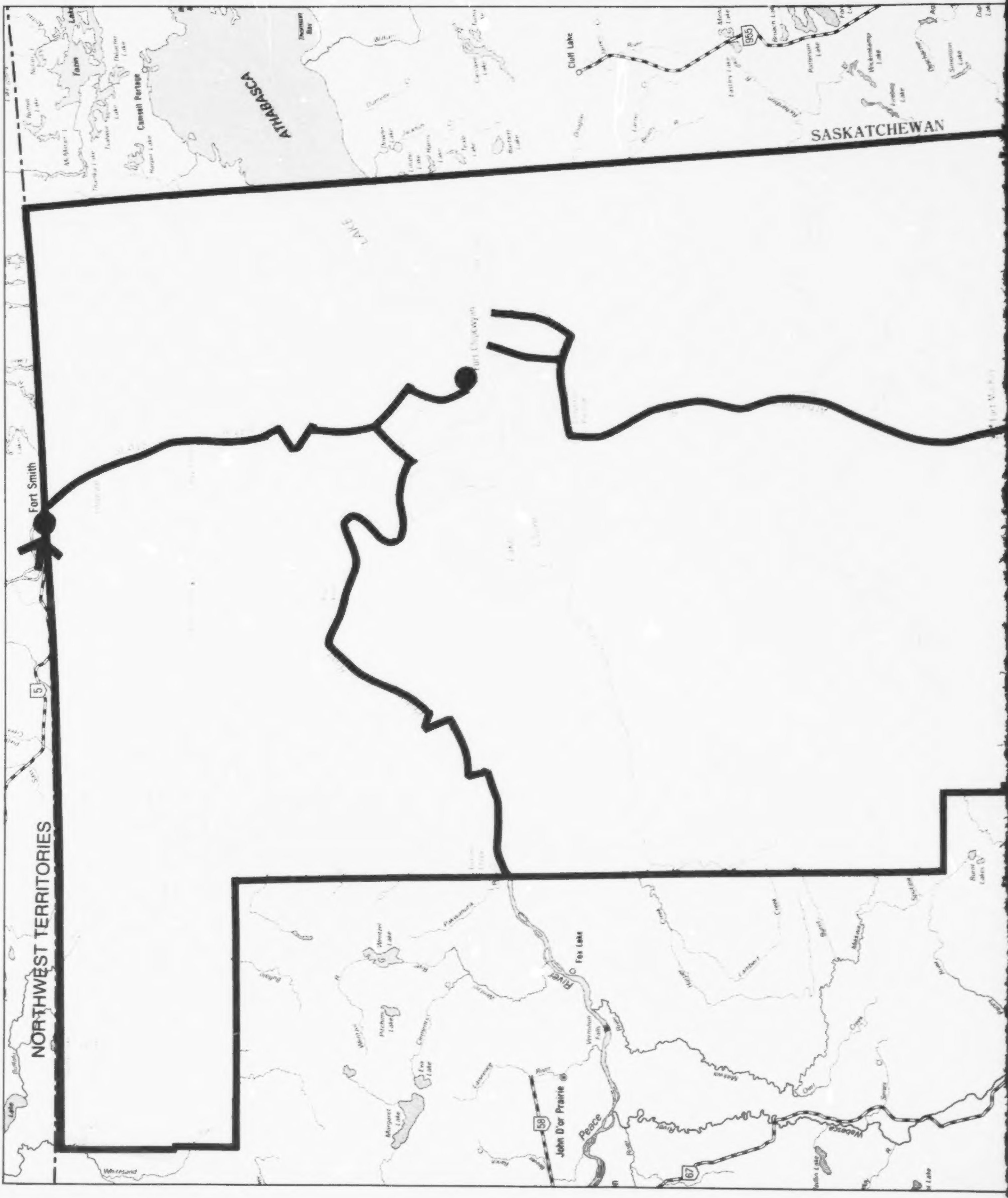
- all entering/exiting Highways and Secondary Roads
- Bonnyville, Cold Lake, Fort Chipewyan and Lloydminster airports

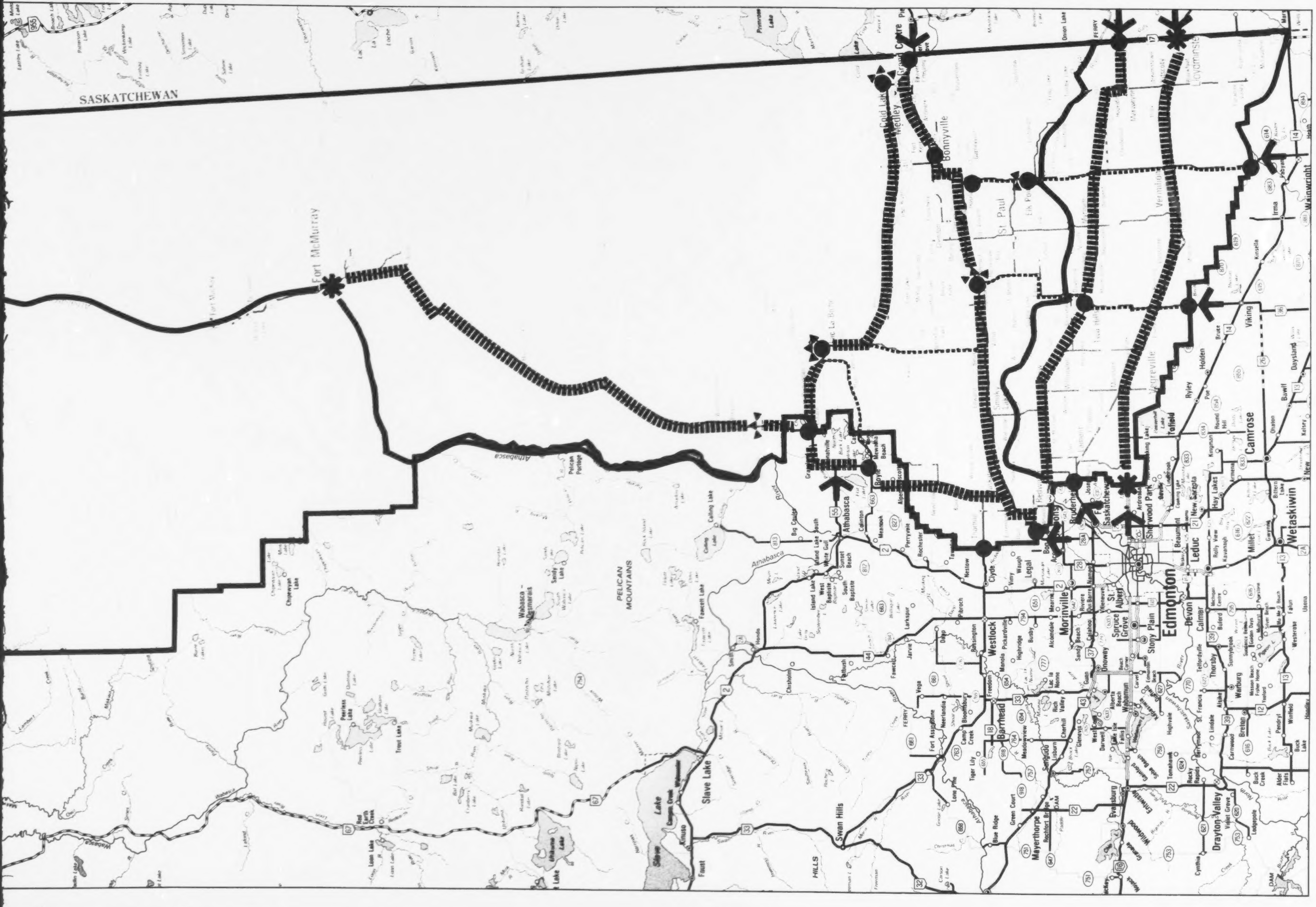
The third category of gateways include the dramatic visual transition points along the major movement corridors in Zone 6. For the traveller, there is a physical sense at these points, of moving from one landscape type into another -- either natural or manmade. An example is the transition from cultivated land to forest/wilderness at Wandering River. Other gateways of this category in the Zone are:

- Elk Point on Highway 41 heading north
- Two Hills at the intersection of Highways 36 and 45
- On Highway 41 heading south at Muriel Lake into the Kehewin Uplands
- Arrival at the end of Highway 28 at Cold Lake
- At Ashmont heading east on Highway 28A
- Arrival at the end of Highway 36 at Lac La Biche

The corridors illustrated on Map 12 represent established and historical traffic movement into and through the Zone. The primary Highway corridors are:

- Highway 16 (Yellowhead)
- Highway 45 (Aurora Way)
- Highway 28
- Highway 55 (Northern Woods and Water Route)
- Highway 63


NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
Fort Smith
Fort Chipewyan
Camsell Portage
Cluff Lake
955
5
Fox Lake
River
Vermilion Falls
John D'or Prairie
Peace
58
67
Margaret Lake
Whitesand


SASKATCHEWAN
Fort McMurray
Athabasca
PELICAN MOUNTAINS
Wabasca - Desmarais
Slave Lake
Lesser Slave Lake
Swan Hills
Cold Lake
Grand Centre
Bonnyville
St. Paul
Elk Point
Lac La Biche
Vermilion
Lloydminster
Wainwright
Irma
Viking
Vegreville
Tofield
Camrose
Wetaskiwin
Leduc
Edmonton
St. Albert
Spruce Grove
Stony Plain
Sherwood Park
Fort Saskatchewan
Redwater
Westlock
Barrhead
Morinville
Whitecourt
Mayerthorpe
Evansburg
Drayton Valley
Devon
Calmar
Thorsby
Millet
Boyle
Smoky Lake
Two Hills
Mundare
Bruderheim
Gibbons
Legal
Clyde
Wabamun
Onoway
Sangudo
Fort Assiniboine
Swan Hills

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by
the Alberta Bureau of
Surveying and Mapping

Graphics by
Evita McConnell Graphics

Legend

- ✱ Major Gateways
- ● Minor Gateways
- ▮▮▮▮ Primary Corridors
- ...... Secondary Corridors
- ━ Major River Corridors
- ⋎ Visual Gateways
- ↓ Linkages

Gateways, Corridors and Linkages

Scale
0 5 15 30 50 km

N

Map No
12

Secondary corridors are:

- Highway 41
- Highway 36

There are several historic corridors and trails discussed in the heritage resources section of this report (Section 3.3). Major historic/recreation waterways shown on Map 12 are:

- North Saskatchewan River
- Athabasca River
- Slave River
- Peace River

The linkages illustrated on Map 12 identify significant connections to markets, recreation areas and natural features within and around the Zone. These linkages correspond with roads and waterways. From the standpoint of tourism, they represent important opportunities to meet and greet visitors, draw more visitors into the Zone by designing scenic/historic tours and working cooperatively with neighbouring tourist zones, communities and other organizations to promote tourism. They also illustrate the fact that the Zone does not exist in isolation and that development of major tourism opportunities within the Zone should be coordinated with other opportunities (existing and potential) outside the Zone. Examples of linkages include:

- Highway connections from Edmonton -- Edmonton is the Zone's largest market. It is also the closest major tourist destination to the Zone. Most traffic from the west, travelling into the Zone goes through Edmonton.

- Highway 5 to Fort Smith NWT -- Fort Smith is the major connection point for travellers into the Northwest Territories wishing to see the Zone. A circle route including the Mackenzie Highway, Liard Highway, Alaska Highway and Highway 5 is being promoted by British Columbia, the Northwest Territories and Alberta.

- Highway 55 -- The Northern Woods and Water Route is the main connection from the northwestern part of Alberta and beyond.

- Highway 16 -- The Yellowhead Highway is the main connection from the east bringing most vehicular traffic into the Zone. It is the major access corridor for major markets in Saskatchewan and east.

- Highway 45 -- The Aurora Way is being promoted as the road to the northern lights. A promotional brochure with information for travellers has been produced for the route from Prince Albert, Saskatchewan to Edmonton, Alberta.

- Highway 28 -- This is a highway linkage to and from major destinations in Saskatchewan, such as Meadow Lake Provincial Park, Prince Albert and Prince Albert National Park.

3.2 Biophysical Overview [1]

Development of tourism facilities, services and attractions in Zone 6 will be largely dependent on the opportunities presented by significant and unique physical and biological resources and their capability to sustain use. Tourism Zone 6 has a diversity of biophysical resources with four ecoregions within its boundaries: aspen parkland, boreal mixedwood, boreal northlands and boreal subarctic. This diversity reflects differences in climatic, geological and biological history.

A man-made landscape has been superimposed on the natural landscapes in the southern portion of the Zone during this century. In the last 25 years, significant economic and industrial infrastructure development has also occurred in the Fort McMurray area.

The major ecoregions in the Zone (Map 13) are:

1) Aspen Parkland - This ecoregion is found in the southerly most portions of the Zone. It occurs principally south of the North Saskatchewan River.

2) Boreal Mixedwood - This ecoregion covers most of the Zone from the North Saskatchewan River north to approximately the Peace River and Lake Athabasca. Southerly extensions are found in the St. Paul - Myrnam area, near Redwater, and around Elk Island National Park.

3) Boreal Northwoods - This ecoregion includes the Birch Mountains plus lowland areas north of the Peace River and Lake Athabasca to the Alberta - NWT border.

4) Boreal Subarctic - Within Zone 6 this ecoregion occurs only in the portion of the Caribou Mountains that are within Wood Buffalo National Park.

Descriptions of the physiography; rivers and lakes; vegetation; fish and wildlife are presented below. Significant biophysical features which may be of interest to tourists are highlighted. Implications of the biophysical resources for tourism development are also discussed. The discussion of biophysical resources concludes with a summary of significant biophysical features in the Zone.

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1. A wide variety of sources were consulted for information that is summarized in this section. These sources included reports by Alberta Recreation and Parks, Alberta Energy and Natural Resources, Alberta Agriculture, and the Geological Survey of Canada. Information on fish and wildlife populations was reviewed with the Regional Fisheries Biologist and the Regional Wildlife Biologist responsible for the Northeast Region of Alberta. A complete listing of sources is contained in the bibliography.

3.2.1 Aspen Parkland

Physiography

The flat to gently rolling topography of the Aspen Parkland ecoregion is a result of extensive glacial action. In areas submerged by meltwater lakes, the land has very little relief, while in areas where till was deposited beneath moving icesheets, the present surface is usually gently rolling and undulating.

The flat plains of the Aspen Parkland ecoregion are traversed by a number of rivers and streams. Both the North Saskatchewan and Battle Rivers have incised deep, wide valleys into the till plain.

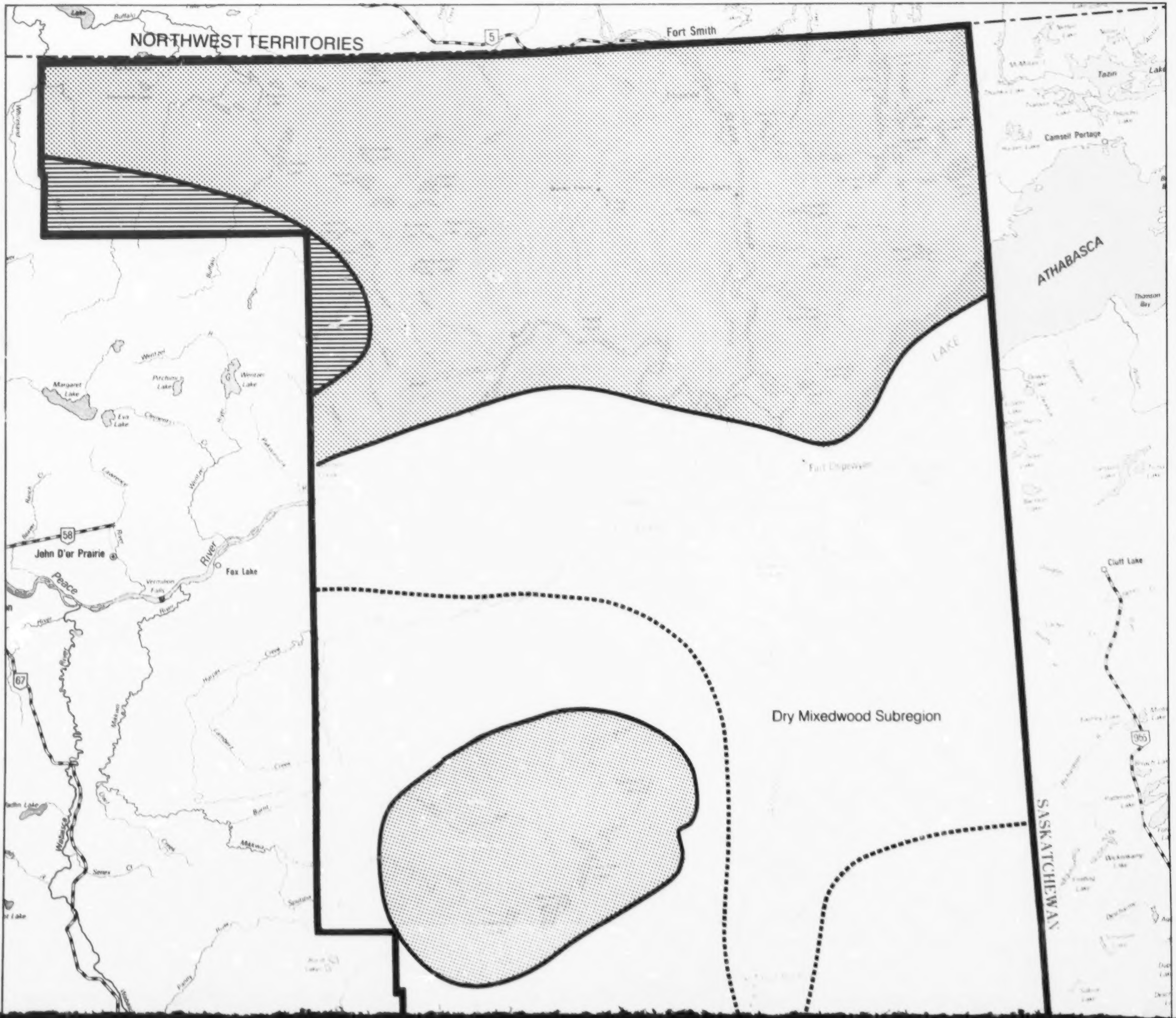
Small portions of the Aspen Parkland ecoregion (e.g. near the Elk Island area) is characterized by a knob and kettle terrain. This type of terrain is characterized by numerous wet depressions separated by dry ridges.

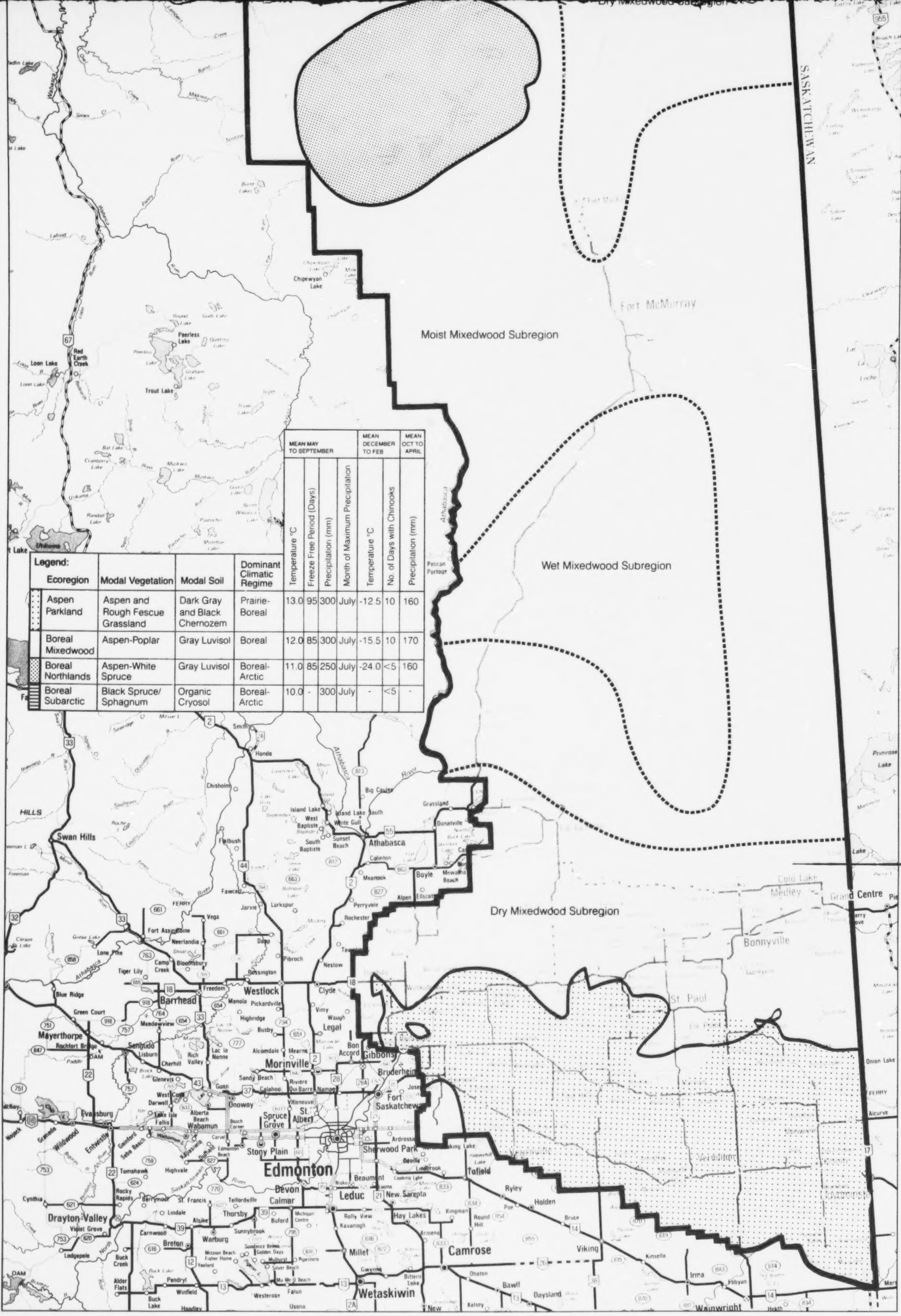
Rivers and Lakes

This ecoregion has a substantial moisture deficit and this contributes to a lack of sizable lakes. Many of the lakes and sloughs are located in large, shallow basins which are subject to substantial seasonal variations in depth and amount of exposed shoreline. Bottoms are usually unconsolidated mud and near-shore areas frequently support rich growths of emergent and submergent vegetation. Open water areas may be subject to algae blooms. Because of this there is limited recreational potential for the lakes in the Aspen Parkland ecoregion.

There are two main rivers in this ecoregion: the Vermilion and the North Saskatchewan. The Vermilion River rises south of Vegreville and flows into the North Saskatchewan River north of Marwayne. It carries significant flows during spring runoff, but its summer flow regime is often low, depending on the amount of summer rainfall received. As with the Battle River, recreational opportunities are limited by these low summer flows.

The North Saskatchewan River rises in Banff National Park and flows east to Lake Winnipeg. It is the main drainage course for this ecoregion within Zone 6. It is a large river with an average annual flow of 217 cms at Edmonton. The North Saskatchewan is an easy river to canoe as it passes through the Zone, though sandbars and a lack of potable water can provide some problems. Murky water and numerous sand and gravel bars hamper the operation of motor boats; however, shallow draft boats and jet boats can operate effectively on the river.


NORTHWEST TERRITORIES
Fort Smith
5
Camsell Portage
Tazin
ATHABASCA
LAKE
Thomson Bay
Fort Chipewyan
Margaret Lake
Pitchimi Lake
Wentzel Lake
Eva Lake
58
John D'or Prairie
Peace
River
Fox Lake
Vermilion Falls
67
Wabasca
Cluff Lake
955
Dry Mixedwood Subregion
SASKATCHEWAN


SASKATCHEWAN
Moist Mixedwood Subregion
Wet Mixedwood Subregion
Dry Mixedwood Subregion
Fort McMurray
Athabasca
Edmonton
Cold Lake
Bonnyville
St. Paul
Camrose
Wainwright
Lloydminster
Vermilion
Swan Hills
Barrhead
Westlock
Leduc
Wetaskiwin
Drayton Valley

Legend:

	Ecoregion	Modal Vegetation	Modal Soil	Dominant Climatic Regime	MEAN MAY TO SEPTEMBER Temperature °C	MEAN MAY TO SEPTEMBER Freeze Free Period (Days)	MEAN MAY TO SEPTEMBER Precipitation (mm)	MEAN MAY TO SEPTEMBER Month of Maximum Precipitation	MEAN DECEMBER TO FEB Temperature °C	MEAN DECEMBER TO FEB No. of Days with Chinooks	MEAN OCT TO APRIL Precipitation (mm)
⁘	Aspen Parkland	Aspen and Rough Fescue Grassland	Dark Gray and Black Chernozem	Prairie-Boreal	13.0	95	300	July	-12.5	10	160
☐	Boreal Mixedwood	Aspen-Poplar	Gray Luvisol	Boreal	12.0	85	300	July	-15.5	10	170
▨	Boreal Northlands	Aspen-White Spruce	Gray Luvisol	Boreal-Arctic	11.0	85	250	July	-24.0	<5	160
▤	Boreal Subarctic	Black Spruce/ Sphagnum	Organic Cryosol	Boreal-Arctic	10.0	-	300	July	-	<5	-

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Ecoregions

Scale
0 5 15 30 50 km
N

Map No
13

Water quality downstream of the Edmonton area is generally not conducive to water-based recreation. Effluent from several sewage treatment facilities and large industrial plants deposit many materials in the River.

Vegetation

Aspen groves and grasslands in this ecoregion are largely restricted to the areas that are least suited for cultivation, such as valleys or areas where soils have low productivity.

Common shrubs in this ecoregion include buckbrush, wild rose, silverberry and saskatoon. Due to grazing, most of the remaining grasslands are deficient in rough and Idaho fescue which are the dominant species in undisturbed areas. Other less palatable grasses have benefitted from grazing.

Fish and Wildlife

Wildlife that live in the Aspen Parkland ecoregion include domestic bison in addition to wild game. Only a few elk are found here and these have become re-established in the area only recently. White-tailed deer have largely supplanted mule deer, especially in areas with extensive agricultural development. Smaller mammals, both predator and prey species, are found throughout this ecoregion.

Bird populations have undergone substantial changes. Some sensitive species, such as eagles, have vacated the area, while others, like peregrine falcons, have been the indirect victims of civilization and environmental contamination. Small birds, such as robins, meadowlarks, several types of blackbirds and numerous types of sparrows and warblers, are still found in abundance in the region.

Waterfowl are still present in large numbers, though the populations of many have been severely affected by the changes resulting from settlement. Ducks that breed on prairie potholes, such as mallards and redheads, have suffered from loss of habitat in recent years. Conversely, developments outside the study area have led to greatly increased populations of several types of geese inside the study area.

Numerous hawk species, including red-tailed and marsh hawks, are commonly seen hunting throughout the Aspen Parkland ecoregion. Other predatory birds inhabiting the area include kestrels. A few peregrine falcons pass through the area each year enroute to, or from, breeding areas in northern Canada.

While natural fish populations in this ecoregion are largely limited to the North Saskatchewan River, fish have been stocked in a number of ponds within the ecoregion. These ponds usually receive small rainbow trout, a species that is tolerant of water conditions in prairie potholes. Since none of these ponds have spawning habitat, they are operated as "put and take" fisheries.

The North Saskatchewan River supports populations of warm water sportfish. The major sport species are pike and walleye, with goldeye also being caught during part of the year and sometimes yielding a sturgeon.

Tourism Implications

Most of the biophysical characteristics of this ecoregion are widely distributed in Zone 6. The glacial history and the biological, geological and climatic factors that have influenced the development of the natural landscapes make a story that is worthy of detailed interpretation and explanation. This is done through interpretive programs in some of the Provincial Parks. There is an opportunity to develop and offer more of these programs including self-guided trails. Such programs and trail guide material would enhance a visitor's stay.

This part of the province supports a large population of white tailed deer. This population is not currently being harvested to the maximum possible. The eastern Alberta population presently includes a good number of bucks with trophy class antlers. This opportunity to promote increased hunting should be considered.

A number of commercial guides operate in northeastern Alberta, drawing mainly from the American market. Their prime advertising feature is the opportunity to bag trophy bucks. If practical problems such as land access, can be overcome, there is an opportunity to increase commercial guiding here. If such hunting were expanded, each hunter would represent very substantial daily expenditures in the Zone.

It should also be possible to attract increased numbers of resident hunters. This would require marketing of the opportunities, and provision of information about good areas to hunt. Ways to ensure land owner-hunter cooperation would be needed. If successful, such a program could also generate substantial revenue in the Zone.

Waterfowl hunting with a guide is an activity that is not currently marketed widely in Alberta, though there are operations in the U.S. that provide commercial hunting opportunities for wild waterfowl. If practical and legal problems could be resolved, it might be possible to attract increased numbers of out-of-province hunters to pursue Alberta's duck, geese and upland gamebirds.

Canoeing is another activity which is increasing in popularity. The North Saskatchewan River offers the opportunity for numerous different types of boating, especially canoeing. Visitation could probably be increased substantially if current listings of access points, water sources, campsites and similar information were readily available. It would also help if good access points and simple campsites were developed along the river at historical attractions such as Victoria Settlement, Fort George/Buckingham House and other appropriate access/attraction points. Information could be easily distributed to most avid canoeists in the Province through the Recreational Canoe Association.

Visitor appreciation and enjoyment of the river would be enhanced by developing an informative brochure describing the natural and cultural history of the river and its valley. It should cover both general topics, such as glacial history and cite specific points such as the importance of an early ferry crossing.

3.2.2 Boreal Mixedwood

Physiography

The Boreal Mixedwood ecoregion contains all or portions of several physiographic regions. These include the Eastern Alberta, Algar, Wood Buffalo, Methy Portage and Athabasca Plains as well as the Clearwater and Fort Vermilion Lowlands. Uplands found in the area include the Stony Mountains, Muskeg Mountain and the Mostoos Hills. These physiographic regions contain a wide variety of land forms.

In the Athabasca Plain, the Athabasca River Delta proper is almost completely flat, with the only real changes in elevation being the levees along the major channels. Away from the Delta, more local relief becomes apparent. At the base of the Birch Mountains there are several old beach lines. Wave action has bevelled the slopes here. Most of the fine material has been washed out of the till, leaving gravel and cobbles as the predominant surface material.

The sand areas on the Athabasca Plain generally have only limited relief. However, there are local areas, such as the dissected kames, with substantial relief. In knob and kettle areas there are a large number of low areas that are now occupied by ponds and lakes of varying sizes.

Only the most easterly portions of the Fort Vermilion Lowland extend into this Zone. The Lowland is characterized by substantial till depths and subdued local relief.

The Wood Buffalo Plain comprises much of this ecoregion. The low degree of relief over most of the area results in large areas with poor drainage. Extensive swamps and marshes have developed in those areas. The Birch Mountains provide the only degree of regional and local relief.

Within the Wood Buffalo Plain, this ecoregion contains a small portion of the lower Peace River valley. Most of the Birch River's course is within this area as well. The Peace River valley is broad and shallow in this area, with the river following a meandering course. Average gradients are gentle. Similarly, the Birch River flows along a very gentle gradient. As a result, stream velocities of both rivers are low and their river courses meander. The Clearwater Lowland is also present in the Boreal Mixedwood ecoregion. This physiographic region has a complex array of bedrock types underlying it, including the oilsands currently being mined by Suncor and Syncrude.

Exceptions to this limited relief are the Clearwater and Athabasca River valleys. Both of those valleys are deeply incised into the surface of the Clearwater Lowland. Downstream of Fort McMurray, gradients along the Athabasca River are gentle and there are few rapids. The nearshore areas are subject to flooding as a result of ice jams. Above its junction with the Athabasca River, the Clearwater River flows quickly down a pronounced grade, marked by several rapids. The Clearwater River Valley is relatively narrow and deep.

The Firebag River has also carved a substantial valley through the Clearwater Lowland. In the lower reaches, valley gradients are gentle, but closer to Saskatchewan the river drops more quickly.

Glacial till on the Algar Plain has a substantial amount of clay and silt mixed in with the sand and gravel. Drainage through this till is much slower than in sandy areas and wetlands have developed in most closed basins. As with most plains, local relief is subdued though there is an appreciable slope to the north. There are substantial areas where the surface is irregular and drainage imperfect resulting in widespread muskeg.

The Athabasca River has carved a substantial valley through the Algar Plain. It is marked by steep banks and abandoned terraces. The river channel contains bars, points and other similar features.

Although the Methy Portage Plain features low relief in general, it differs from most of the other northerly plains in that it contains a number of large basins which are now occupied by lakes. These lakes are distributed throughout the plain and include Gregoire in the west, Garson in the east and Winefred in the south.

The Eastern Alberta Plain contains some areas with substantial local relief. Some of these are associated with extensive morainal deposits, while others are found in areas of ablation moraine. In addition to these morainal areas, there are some locales where bedrock outcrops are at or near the surface.

Most of the till in this area has a high clay content and as a result, infiltration is slow and many small basins hold water for extended periods in the spring. Such potholes are very common throughout this area, especially in rough morainal areas. In addition to the small basins, glacial action has also created numerous larger basins over a wide area of east central Alberta. Lakes are found throughout the mixedwood sections of the Eastern Alberta Plain.

South of the Clearwater River there are two adjoining upland areas, the Mostoos Hills and the Stony Mountains. There are several sizeable lakes in the Mostoos Hills but almost none in the Stony Mountains. While there are few large wetlands in both of the uplands, there are a multitude of smaller depressions which are now occupied by wet meadows, ponds or muskeg.

Rivers and Lakes

Parts of the Boreal Mixedwood ecoregion lie in the North Saskatchewan, Churchill and Athabasca River basins. There are large groups of lakes in the Peace-Athabasca Delta, on the Athabasca Plain and along the Alberta-Saskatchewan border.

The North Saskatchewan River is the major drainage channel for central Alberta. It skirts the southern edge of this ecoregion and drains only a small section of the ecoregion. Most of the tributaries flow only in spring, or after heavy rains. It has carved a deep valley through the till and is now grounded in bedrock at many locations. There are only a few rapids on this stretch; the major problem for navigation is sand and gravel bars.

The Beaver River drains much of the land south and west of the Primrose Lake Air Weapons Range to Hudson Bay via the Churchill River system. With the exception of the Sand River, most tributaries to the Beaver are intermittent. Through its tributaries the Beaver River drains a multitude of lakes that are scattered throughout the Boreal Mixedwood ecoregion. Because the drainage basins of these lakes are small, overflow into drainage streams only occurs when the lakes are at their maximum height.

The largest portion of the Boreal Mixedwood ecoregion drains through the Athabasca River. This is the largest river (in terms of flow) in the Lakeland Tourist Zone with its headwaters in Alberta. Above Fort McMurray the river has a number of large rapids that can prove very dangerous for canoeists who are ill-informed or lack the necessary skill. Below the City the river drops more gently and has carried barges and tugs for many years.

The Clearwater River joins the Athabasca River at Fort McMurray. The Christina River is the outlet for several lakes north of the Primrose Air Weapons Range. Both rivers have carved valleys that are deep and narrow and both offer challenging canoeing.

The lakes in eastern Alberta between the Primrose Air Weapons Range and the Clearwater River lie in basins that were produced by glacial action. Lake contours vary widely, from large but very shallow lakes, to others that are deep enough to hold large populations of lake trout.

Major east bank tributaries of the Athabasca River include the Steepbank, Muskeg and Firebag Rivers. The Firebag River, which has its headwaters in Saskatchewan, is the largest tributary. It can be navigated for a substantial distance.

One of the more significant hydrological and biological features in this ecoregion is the Peace-Athabasca Delta. It is spectacular from the point of view of landforms, flora and fauna and is unique on a continental scale as a major freshwater delta. The biological productivity of the vegetational complex of the delta is one of the highest in the world. This productivity helps explain the concentration of wildlife dependent on the delta. Portions of four waterfowl flyways converge on the Peace-Athabasca Delta for spring and fall staging. The delta is an important element in the large number of bird species found in Wood Buffalo National Park - a total of 227.

With this ecoregion, the Birch River drains the north slope and the northwest corner of the Birch Mountains. It follows a curving, highly meandered course to Lake Claire. Gradients are very gentle, and travel along the river would be difficult. The Richardson and Maybelle Rivers flow northwest across the Athabasca Plain to the Delta, where they join branches of the Athabasca River. They provide outlets for a large number of lakes that are known as the Richardson Lakes.

The Richardson Lakes area contains a multitude of lakes. Most of the waterbodies are small and shallow. All of them have a base of nutrient deficient sand which results in low lake productivity. Bogs have developed on the shores of some of the lakes.

Vegetation

There are few areas in the Boreal Mixedwood ecoregion which have gone extended periods without burning, particularly in the dry mixedwood subregion where Aspen predominates. Forest stands have greater proportions of conifers in areas with greater precipitation (wet mixedwood sub-region) or elevated soil moisture conditions (eg. bogs and stream courses) because those areas are less likely to burn. Natural succession will therefore have a greater opportunity to progress from aspen to spruce.

Aspen stands have a rich understory with a wide variety of grasses and shrubs. Some of the species that may be encountered include dogwood, saskatoon, rose, blueberry and cranberry. Spruce has much sparser groundcover. In a mature forest with a closed canopy there will be little other than mosses in the understory.

In the southern portions of this ecoregion, European settlement has had a very strong influence on vegetation communities. Almost all the mature spruce has been eliminated, either by lumbering or fire. Much of the land has been cleared for agricultural use, and aspen stands are now restricted to those areas with limited potential to grow crops or produce forage. Many areas which were cleared by early settlers, and have since been abandoned, are now slowly reverting to forest. The shallow ponds and bays support interesting communities of emergent plants. These include cattails, reeds and sedges. There are also floating plants, such as water lily and arrowhead.

Fish and Wildlife

The Boreal Mixedwood ecoregion has good populations of many common species of wildlife, as well as a number of unusual species such as whooping cranes, pelicans, buffalo and bald eagles. This ecoregion also supports good populations of sport fish.

Whooping cranes breed in Wood Buffalo National Park and pass over the Boreal Mixedwood ecoregion on their spring and fall migrations. Their more numerous cousins, sandhill cranes, breed throughout the area.

White pelicans nest on Primrose Lake, though not on the Alberta portion of that lake. However, birds associated with that colony visit and feed on most of the lakes in the Boreal Mixedwood ecoregion. Others fly over the area and may stop enroute to or from the Pelican Rapids colony on the Slave River.

Double crested cormorants nest in this ecoregion. Areas where they may be seen include Frog Lake, Lac La Biche and Therien Lake. There are also colonies of great blue herons near a number of lakes.

Small populations of woodland caribou are found in several portions of this ecoregion. There is a herd in the Primrose Lake Air Weapons Range while another roams the Stony Mountain.

There are buffalo herds in both Wood Buffalo and Elk Island National Parks. The free-ranging herd in Wood Buffalo National Park rarely leaves the Park in this ecoregion.

Large numbers of bald eagles gather along the Martineau River in fall. These birds feed on spawning fish that move out of Cold Lake at that time. A few nesting bald eagles are found at widely dispersed locations in this ecoregion.

The Boreal Mixedwood ecoregion has good populations of white tail deer and moose, with the best deer populations located south of the Primrose Air Weapons Range. Moose are found in most areas north of the Beaver River with the highest densities found between Winefred Lake and Cold Lake.

Wolves range through most of this ecoregion, especially the sections north of the major agricultural areas. Black bear are also found throughout the area, though they are less common in areas with extensive agricultural development. Their best populations coincide with areas that have large numbers of moose.

There are only a few elk in this ecoregion, largely confined to the area around Elk Island National Park. Elk have recently been released near Pelican Portage but it is too early to tell if a population will become established there.

There are a number of important furbearers in this ecoregion. Beavers and lynx are the most abundant and widely distributed. Muskrats are locally abundant, especially in the Delta. Otter are most abundant in the Primrose Air Weapons Range and north from there to Gordon Lake.

Waterfowl are widely distributed and locally abundant in the Boreal Mixedwoods ecoregion. Throughout most of the area, breeding populations are low because productivity of the wetlands is low. There are exceptions to this, notably the Peace-Athabasca Delta and the Bonnyville/St. Paul area. During migration, staging occurs in the Delta, as well as at a number of other lakes (eg. Lac La Biche, Therien, Gordon Lakes) in the Boreal Mixedwood ecoregion.

Some of the best lake fishing in the province is found in this Zone. The major sports species are Walleye, Pike and Whitefish. Trout and Grayling are also popular, but are not as common in this ecoregion.

Walleye are a popular species with commercial and domestic fisheries, as well as with sport fishermen. Unfortunately, walleye are a slow growing species and may take six to seven years to begin breeding. Accessible populations are already being harvested at the maximum level that can be sustained.

Pike are found in most of the lakes and streams of this region. Pike tolerate a wide range of water conditions and quality. The species is a prolific breeder and grows fairly quickly. Pike are also popular for both sport and commercial fishing. The total harvest in accessible lakes is approaching the maximum sustainable. Whitefish are taken primarily by commercial and domestic fisheries. They have gained recent popularity with sport fishermen, especially ice fishermen.

There is considerable fish stocking done in this ecoregion to support recreational fishing. Much of this involves placing the fish in ponds and lakes on a "put and take" basis.

Tourism Implications

There are a number of tourism opportunities in this ecoregion, many of which overlap with those in other ecoregions.

It does not appear that one of the ecoregion's principal attractions, fishing, can be significantly expanded. Current harvests of the most desirable species of gamefish are close to the maximum that area lakes can sustain. Opportunities for increasing production in the existing lakes are severely limited. It is not practical to create significant amounts of new fishing water. There is little chance of shifting pressure to as yet unexploited lakes, as fly-in operations are already using most good fishing lakes. The only viable options at this time are to redistribute the existing supply and improve fish stocking programs. A major fish hatchery will open on Cold Lake in 1986 that will help increase the supply of Walleye for sport fishing.

For several reasons it is not possible to significantly reduce the catch in domestic fisheries. Even eliminating the commercial catch completely is unlikely to provide a significant increase in the allowable catch of the most desirable species. The options most likely to be adopted will involve some sort of reduction in catch limits, an action that may decrease the area's attractiveness to tourists.

The Boreal Mixedwood ecoregion provides substantial amounts of water-based recreation other than fishing. This ranges from sunbathing to water skiing. There appears to be substantial scope for increasing these non-consumptive uses in many areas. Such activities should be properly managed to ensure that they do not endanger fish populations or other biological resources. Damage would occur when developing beaches and marinas, if developers unwittingly altered flow regimes, weed beds or shoals that were critical to some stage of a fish species' life cycle.

Hunting is an activity that could provide some possibilities for increasing the number of tourists visiting the area. The possibilities regarding deer and waterfowl hunting were discussed under the Aspen Parkland ecoregion.

Moose are highly prized by hunters and this area has substantial populations. Unfortunately, harvests are already near the maximum that the populations can tolerate. There may be some potential for increasing moose population, but this will not be achieved quickly or cheaply. For the immediate future, only a modest increase in moose hunting can be supported.

There is some potential for increasing hunting by promoting the pursuit of secondary species, such as black bear, but only if this is done in such a way that populations are not significantly affected.

Opportunities for backcountry exploration in Wood Buffalo National Park will be discussed under the section on the Boreal Northlands ecoregion.

Elk Island National Park is one of the major tourist attractions in this ecoregion. Visitors use the park in summer and winter, for activities ranging from sunbathing to cross-country skiing and viewing wildlife. The majority of the visitors are from the Edmonton area and their visits are concentrated on weekends. There is an opportunity to further expand tourism here, but efforts should be directed to the off-peak periods if the quality of visitor experiences is to be preserved.

Even the excellent whitewater experiences that are available on the Athabasca River above Fort McMurray are likely to remain lightly used for the next while because of their inaccessibility. This places them in a poor position to compete with similar attractions in western Alberta and British Columbia.

The potential for boat trips on the North Saskatchewan River has been discussed under the Aspen Parkland ecoregion. Those opportunities and considerations would also apply in this ecoregion.

Wilderness canoeing and motorboat cruises below Fort McMurray all offer opportunities for increased tourism. Realizing the potential will require careful organization of the trips and a well planned marketing effort directed to specific markets.

3.2.3 Boreal Northlands

Physiography

Physiographic conditions in this ecoregion are complex. They include portions of treed upland areas and treed plains. There are large areas of exposed bedrock that support little plant life other than lichens. The soil which is present is usually confined to rock fissures or found in valleys.

As in all of the Canadian Shield, the Kazan Upland has been subject to a great deal of faulting since the rock was deposited. This has created many deep narrow valleys and there are now many areas with substantial local relief.

The salt plains and gypsum karst topography west of the Slave River are very unique and significant features in this ecoregion.

Large areas of marshy lands have developed in locations where relief is so slight that drainage is seriously impeded. The valleys which have been created by the Peace and Slave Rivers are not as deeply incised as valleys further south in the Lakeland Tourist Zone.

The Hay River Plain lies north of the Caribou Mountains along the Alberta - NWT border. Generally, this area has subdued relief.

A small portion of the Fort Vermilion Lowland extends into the western edge of this ecoregion. Local relief in this physiographic region is generally subdued, though the land surface rises quite substantially from the Peace River to the Caribou Mountains. The till deposits have only limited relief, though there are some local depressions in all areas.

Rivers and Lakes

The Birch Mountains contain a series of lakes, including Eaglenest, Namur and the Gardiner Lakes. Much of the central portion of the upland drains to these lakes, which are connected by a series of streams. The system ultimately drains through Gardiner Lake into the Ells River, which flows east to the Athabasca River.

The area around the Birch Mountains is drained by a number of streams that descend the escarpment. The east and south slopes drain to the Athabasca River. In the northeast sector, the McIvor River and Buckton Creek drain directly to Lake Claire. The southwest section is drained by the Mikkwa River and its tributaries.

The northern portion of the Boreal Northlands ecoregion contains two very large rivers, the Peace River and the Slave River. Within the ecoregion, the Slave River receives a number of streams from the Kazan Uplands. These link many of the lakes of the Kazan Uplands area. A few of those lakes, including Colin and Wylie, drain to Lake Athabasca.

A large group of lakes is found on and near the escarpment of the Caribou Mountains. These lakes include Jackfish, Snake, Kilome, Thultue, Conibear and Robertson. They drain through the Jackfish and Little Buffalo River systems.

Vegetation

The dominating vegetation in the Boreal Northwoods ecoregion is mixed Aspen and White Spruce forests. These mixed deciduous and coniferous forests are found in moderately well drained sites with an understory which includes buffaloberry, wild rose, willows and fireweed.

Other vegetation communities include Jackpine forests and White and Black Spruce stands with an understory of dwarf birch, labrador tea, alpine bearberry and mosses.

Fish and Wildlife

While the Boreal Northlands ecoregion has a wildlife community that is fairly typical of northern Canada, it also includes several notable additions, such as barren ground caribou, peregrine falcons and bison. There are also good populations of both warm and cold water sport fish.

The Kazan Upland is the only section of Alberta where barren ground caribou can be found. The Boreal Northlands ecoregion is the only area in the province that still boasts naturally breeding peregrine falcons. There are only a few pairs in that large area and it is hoped that the numbers of breeding pairs will increase gradually.

The world's only breeding population of whooping cranes spends the summer in Wood Buffalo National Park. The cranes frequent the shallow sloughs and marshes in the northern part of the Park. They only number about 100, even after many years of rigorous protection.

There is a large, free-roaming bison population in and near Wood Buffalo National Park. This herd is the largest naturally-regulated population of bison remaining in the world. The present herd is descended primarily from a herd of plains bison that was transferred north from Wainwright. They interbred with a small group of wood bison that had survived in the Wood Buffalo area. Bison range over much of the Boreal Northlands ecoregion, between the Slave River and Caribou Mountains. Their activities are concentrated near extensive sedge meadows, which are a prime feeding area for them.

The world's most northerly breeding colony of white pelicans is located on an island in the Slave River. Birds associated with the colony range widely in this ecoregion. This colony has been occupied for hundreds of years. There are also pelicans on lakes in the Birch Mountains.

Aside from these unusual species, there is a wide variety of more common wildlife species in this ecoregion. Big game include moose and woodland caribou. Moose are widely distributed, though population densities are not high in any area. Woodland caribou are irregularly distributed, with the best populations probably being those in the Caribou Mountains.

Small mammals such as snowshoe hares, mice, and moles are widely distributed. Red squirrels frequent areas where conifers provide winter seed sources. Semi-aquatic mammals such as muskrats and beavers are also widely distributed. These animals provide food for carnivorous animals such as lynx, mink, small weasels and even wolverines. There are substantial numbers of black bears present and wolf packs range throughout the ecoregion.

The Boreal Northlands ecoregion is home to and visited by many birds each year. Large numbers of waterfowl and other waterbirds stage in the Peace-Athabasca Delta each year. This complex environment meets the habitat requirements of many species as well it produces enough food to support the great numbers of migrating birds who stop here each year. Species that may be seen include most of the puddle ducks, many of the diving ducks, all four species of geese that breed in northern Canada, most of the sandpipers and other shorebirds that breed in the north and whistling swans. Some birds remain to breed here, while much larger numbers only pass through.

Upland areas also provide a temporary home for a wide variety of birds. These include several woodpeckers, flycatchers, and swallows. The gray jay is often seen near campsites. Its relatives, the crow and raven, are also present thoughout this ecoregion. Two types of chickadees are permanent residents in this ecoregion. Thrushes, such as the robin, as well as several warblers and sparrows are also widely distributed in the Boreal Northlands ecoregion.

Birds of prey that inhabit this ecoregion include the great horned and boreal owls. Bald eagles nest at widely separated points throughout northern Alberta. The red-tailed hawk is the most easily identified of the soaring hawks that may be seen here, while the goshawk is the largest of the woodland hawks found in this ecoregion.

Since lake trout require deep, cold lakes, their distribution is localized. They are found in many of the larger lakes in the Kazan Upland, such as Wylie Lake and Andrew Lake. In the Birch Mountains, Namur Lake is managed as a Trophy Lake for this species. Most lakes inhabited by lake trout have a very low annual production. The Regional Fisheries Biologist suggested that few of the lakes in the Kazan Upland produce more than the equivalent of 50 angler-limits of lake trout each year. Catches exceeding this annual production will quickly reduce the numbers and size of fish taken. Recovery from overfishing will be slow because it may take more than 10 years for lake trout to begin breeding.

Arctic grayling are widely distributed, though they may be locally concentrated. These fish prefer cool, rapidly flowing streams with a mixture of pools and riffles. They are common in streams flowing from the Birch and Caribou Mountains. Walleye and northern pike are found throughout much of the Boreal Northlands ecoregion. They prefer warmer waters but may be found in the same general areas as grayling and lake trout. In the Birch Mountains, the Gardiner Lakes are Trophy Lakes for pike and walleye. These species are also found in many of the lakes in Wood Buffalo National Park. While they also inhabit the stream systems, they tend to select slower flowing areas.

The Peace River system and the Delta support goldeye. Whitefish are found in many of the lakes and streams of the ecoregion. Rough fish such as suckers and minnows are widely distributed.

Tourism Implications

There are significant opportunities to expand tourism in this ecoregion, particularly in Wood Buffalo National Park. Any development plans must take into consideration the adjoining ecoregions, as many of the opportunities relate to features that are shared with adjoining ecoregions.

Fishing and hunting camps and lodges are presently operating in the Birch Mountains. Currently, the harvest of fish and moose is believed to be close to the maximum that can be sustained; therefore, any expansion of the existing operations will be dependent on re-allocating the harvest, increasing the supply, or exploiting other resources that are presently underutilized.

As one way of managing the resource, reduced catch limits for fish could prove unpopular with anglers and it is difficult to see how big game limits (one moose) could be reduced. Demands for habitat enhancement programs, which could increase the supply of fish and game, are much greater in other areas of the province.

To increase tourism here, it might be necessary to shift the demand to other resources. Arctic grayling and black bear are species that might be able to take increased pressure. It would appear that non-consumptive uses offer better long-term potential for tourism development. Programs for hiking, cross-country skiing and bird watching might serve as useful supplements to the present fishing and hunting camps.

The management plan for Wood Buffalo National Park calls for the promotion of tourism through the creation of interpretive areas along roads. These would concentrate largely on the unique biophysical features of the Park, ranging from the salt plains and karst topography, to bison herds and whooping cranes. The plan also encourages guided activities in the backcountry.

Although the goals outlined in the plan are attainable, it should be remembered that most tourists are likely to want high quality services in the access towns, regardless of how strenuous and adventuresome the tours may be. To promote tourism within the Park, it will be necessary to upgrade tourist accommodation, facilities and services in nearby communities such as Fort Chipewyan and Fort Smith.

The Kazan Uplands offer limited opportunities for tourism development. Lakes in the area may be able to sustain slight increases in fishing, but for reasons relating to the low productivity of these lakes, this increase cannot be large. The area may be better suited to other activities such as hiking and backpacking expeditions, as bare rock and sand are easier to traverse than the muskeg that is more common in the rest of this ecoregion. Guided trips into this area could prove popular, especially if guides are highly knowledgeable regarding geology, physiography and natural history of the Kazan Upland.

3.2.4 Boreal Subarctic

Physiography

Topography in this ecoregion is characterized by the highland area of the Caribou Mountains, which rise above the adjacent Hay River Plain and Fort Vermilion Lowlands. This upland area is an elevated plateau encircled by an escarpment that drops down to the surrounding lowlands.

The surface of this ecoregion is generally uneven, with numerous small and shallow basins that are occupied by ponds and bogs.

Rivers and Lakes

The Buffalo River is the main stream flowing north from the Caribou Mountains. It empties into Buffalo Lake just north of the Alberta/NWT border. The Little Buffalo River carries water to the northeast and ultimately enters the Slave River downstream of Fort Smith.

Several streams flow south from the Caribou Mountains to the Peace River. One of the largest is the Jackfish River, which has an extensive network of tributaries. Other south-flowing streams include Trident Creek and Garden Creek.

Vegetation

The vegetation in the Boreal Subarctic is characterized by a sparse cover story with a moss ground cover. The majority of the area in this ecoregion is underlain by permafrost which has severely limited vegetation growth.

The most commonly found vegetation in this ecoregion is stands of Black Spruce with an understory of labrador tea, sphagnum and lichen.

Fish and Wildlife

Moose and caribou are the only types of big game that are likely to be found in the Boreal Subarctic ecoregion. Moose are present in small numbers throughout the area. The largest populations occur on the escarpment where drainage and plant production are best. Caribou are present throughout the area and are the predominant species on the plateau. There are relatively large populations in upland areas.

An assortment of mice, lemmings and moles occur here. Mid-sized mammals living in this ecoregion include snowshoe or varying hares, red squirrels and porcupines. Predators that could be encountered in the Caribou Mountains include wolves and lynx. Several members of the weasel family also inhabit this ecoregion.

The bird community is not as diverse as in other ecoregions, consisting largely of migratory species. Winter conditions are too severe for most birds to survive but there are a substantial number of species that take advantage of the better summer conditions.

Among the resident species in this area are chickadees, grey jays and spruce grouse. Ruffed grouse can be expected in areas where aspen grows. The presence of such highly mobile species as crossbills, waxwings and grosbeaks cannot be predicted at any specific time, but it is likely these species move through the ecoregion at various times each year.

Willow ptarmigan breed in the tundra of the Northwest Territories and move south to winter in the boreal forest. In the Caribou Mountains, they are most likely to be found in shrub areas where they can feed on the buds and catkins of willows.

In summer, a variety of water birds reside here. These include loons, grebes, mallards, scaup and numerous other species. Upland areas provide habitat for a number of warblers, vireos and thrushes. Flycatchers, being dependant on the warm weather and abundant insect life of summer, are only present for a brief period. Ravens and crows are among the larger birds likely to be seen by visitors.

A few species of hawks and owls frequent this ecoregion throughout the year, with several additional species appearing in summer. The great grey, boreal and hawk owls are species which may be found here year-round. A more common resident is the great horned owl. A number of the soaring hawks may be present during the summer, while others pass through on migration. The goshawk is a woodland hawk that resides in this ecoregion. Snowy owls may be expected to pass through the ecoregion as they move south in certain years.

Sport fish are widely distributed in the Boreal Subarctic ecoregion, but the productivity of all populations is low. Cold temperatures result in slow growth rates and some species may not begin breeding until they are more than ten years old.

There are four species of sport fish found in this ecoregion, though only two are widely distributed. There are also a number of different forage fish and minnows found here.

Grayling are found in most permanent streams that descend the escarpment. Such streams are cool, well-oxygenated and have a good "pool to riffle ratio", which makes them excellent habitat for this species. Pike are present in both lakes and streams. In lakes, they favor more shallow, and therefore warmer locations, while in streams they favor the slower flowing stretches, because they are relatively poor swimmers. Walleye are found in only a few lakes. There are a number of lakes that provide the deep, cold, well oxygenated waters necessary for lake trout to thrive.

Tourism Implications

There is very little use made of this ecoregion in Tourist Zone 6; therefore, any increase in tourism will be significant. All developments will need to be carefully planned and monitored because this ecoregion is very fragile and would require a long time to recover from any damage or overuse that may be incurred.

There are areas on or near the escarpment where sweeping vistas are available for viewing. Such areas are accessible only by air and there is little prospect of easier access in the future.

The fish resources of this ecoregion can likely withstand increased use, as harvests are currently very low. However, the amount of fishing that could be accommodated is quite limited due to slow growth rates in the resident fish populations. Any fishing package tour would have to conform to Parks Canada's regulations for licenced guides and special permits for fishing.

There are a number of areas with potential for canoeing or other water-related recreation activities. Generally cool weather, very cold water and large numbers of biting insects in summer reduce the attractiveness of these opportunities. The lack of ground access also seriously reduces the chances of exploiting this recreational potential, at least in the foreseeable future.

There is currently substantial interest in some tourist markets in hiking/skiing/snowshoe tours in remote areas. Such adventure holidays might represent an opportunity to promote tourism in the Caribou Mountains. However, a lack of trails and the difficulty of moving across muskeg on foot would make such trips extremely difficult in summer. Although winter trips would provide easier travel, harsh climatic factors would present another set of problems. Difficulty and expense of access also presents a very significant constraint to marketing these tours.

There are a number of opportunities for small scale tourism development which utilize the resources of the Caribou Mountains. No large scale opportunities are attainable at this time and even small developments will be significantly constrained by problems with access.

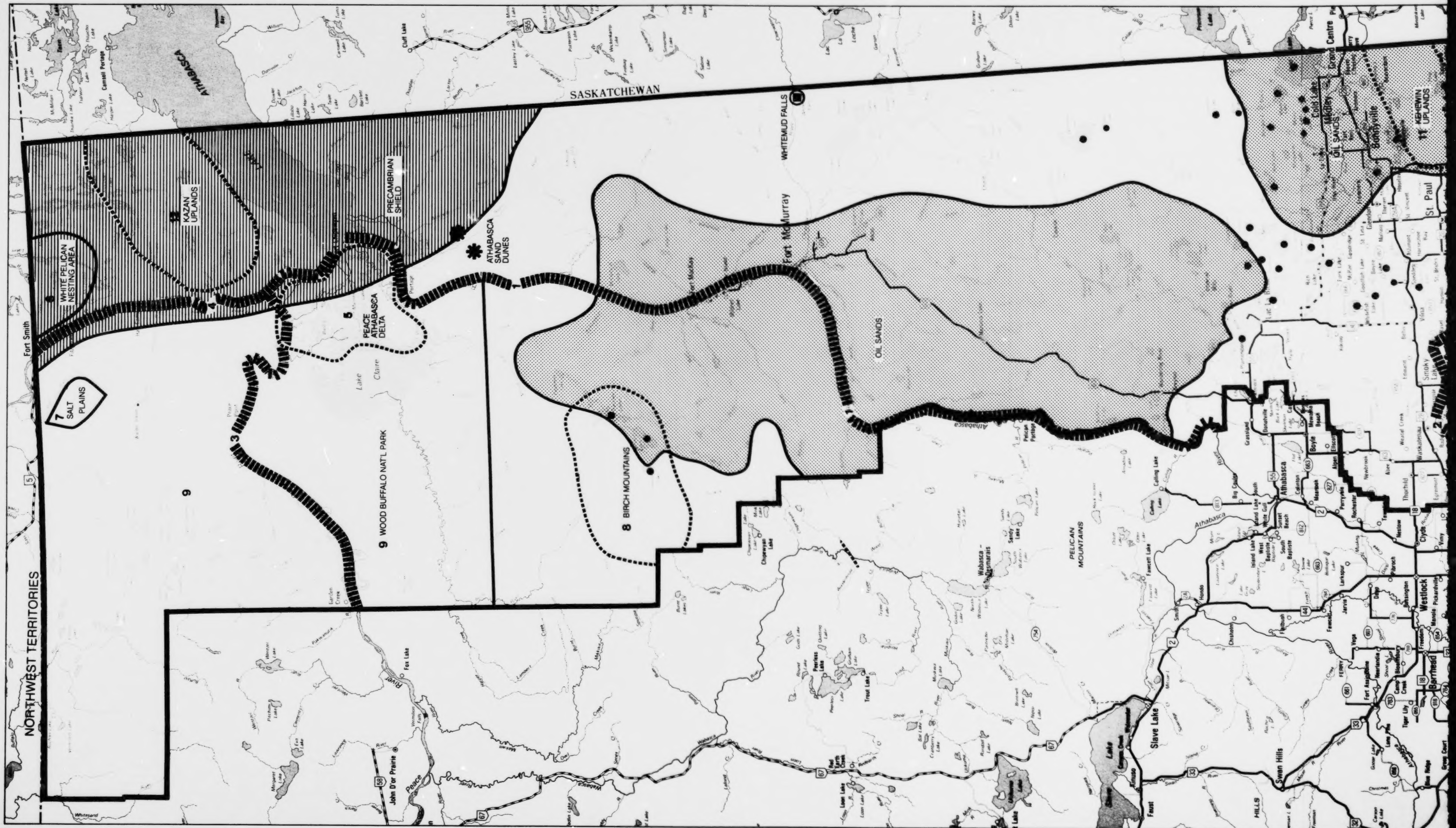
3.2.5 Significant Biophysical Features

The ecology of the Zone and the natural processes and events involved in shaping the environment can be the subject of almost any tour. However, there are several significant biophysical features in the Zone which are tourist attractions in their own right.

Significant biophysical features include:

- dozens of high quality recreation lakes--Lakeland has 70 percent of the Class 1 lake shorelands in the Province
- major river corridors -- Athabasca, North Saskatchewan, Peace and Slave
- Lake Athabasca
- Peace-Athabasca Delta
- White Pelican nesting areas
- salt plains
- Athabasca Sand Dunes
- oil sands
- Birch Mountains
- Precambrian Shield
- Whitemud Falls
- Whooping Crane nesting area
- gypsum karst topography
- Wood Buffalo National Park
- Elk Island National Park
- Kehewin Uplands
- Kazan Uplands

Map 14 shows the locations of these and other features in the Zone.


NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
Fort Smith
6 WHITE PELICAN NESTING AREA
12 KAZAN UPLANDS
PRECAMBRIAN SHIELD
7 SALT PLAINS
5 PEACE ATHABASCA DELTA
Lake Claire
9 WOOD BUFFALO NAT'L PARK
9
3
4
ATHABASCA SAND DUNES
8 BIRCH MOUNTAINS
OIL SANDS
Fort McMurray
WHITEMUD FALLS
PELICAN MOUNTAINS
Wabasca - Desmarais
Slave Lake
Swan Hills
Athabasca
Westlock
Barrhead
Smoky Lake
St. Paul
Bonnyville
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Grand Centre
Cold Lake
Fox Lake
John D'Or Prairie
Peace River
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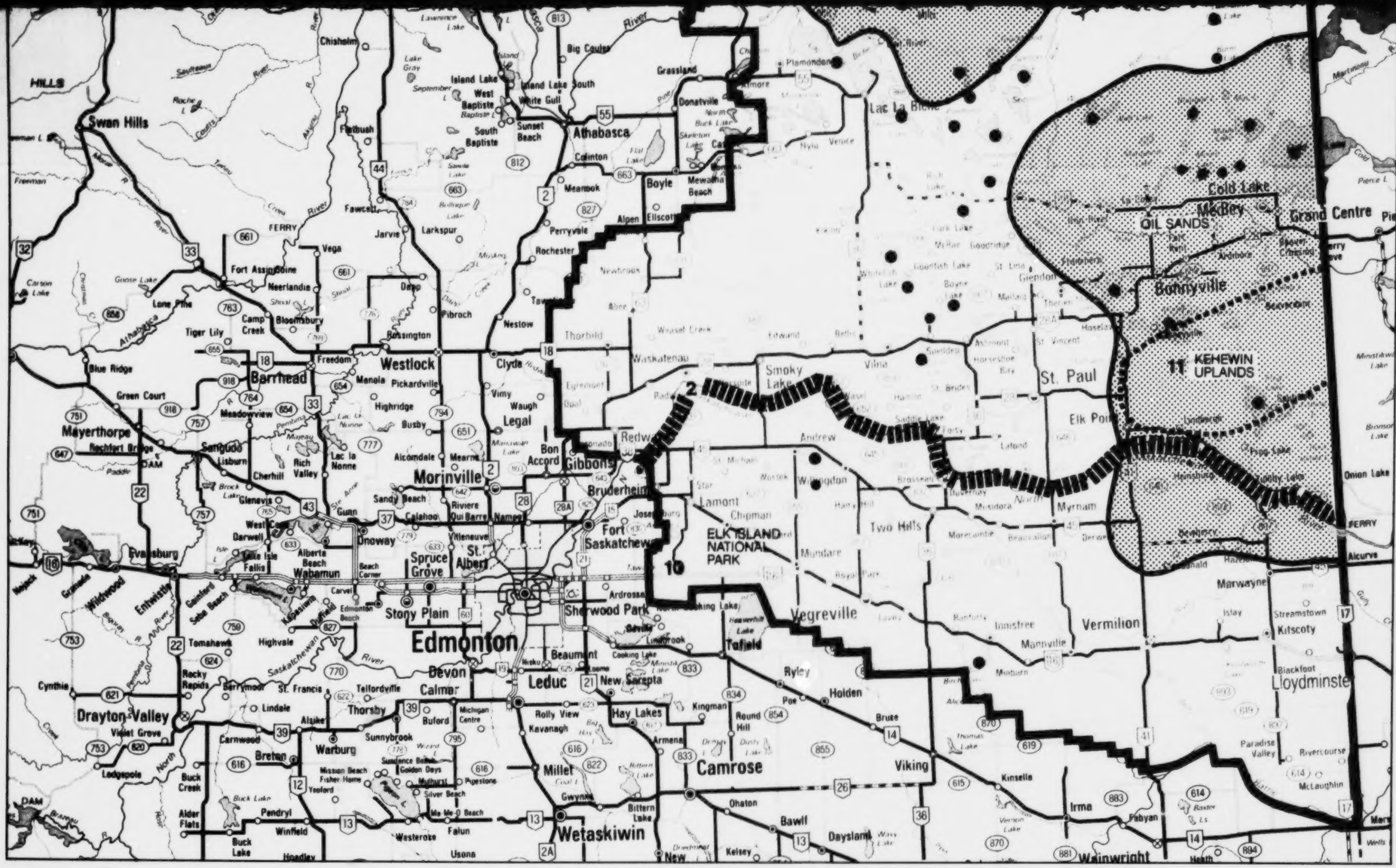
OIL SANDS
11 KEHEWIN UPLANDS
2
10
ELK ISLAND NATIONAL PARK
Swan Hills
Athabasca
Lac La Biche
Cold Lake
Grand Centre
Bonnyville
St. Paul
Elk Point
Westlock
Barrhead
Morinville
Smoky Lake
Vegreville
Vermilion
Lloydminster
Edmonton
Sherwood Park
Fort Saskatchewan
Spruce Grove
St. Albert
Stony Plain
Leduc
Devon
Calmar
Camrose
Wetaskiwin
Wainwright
Viking
Drayton Valley
Mayerthorpe
Evansburg
Wabamun
Two Hills
Mundare
Lamont
Andrew
Myrnam
Mannville
Innisfree
Kitscoty
Marwayne
Irma
Ryley
Holden
Tofield
Hay Lakes
Millet
Breton
Warburg
Thorsby
Legal
Gibbons
Bon Accord
Bruderheim
Redwater
Boyle
Thorhild
Waskatenau
Vilna
Plamondon
Onoway
Sangudo

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

- ● Lakes With Class 1 Recreation Capability Shoreline
- ▤ Precambrian Shield
- ▨ Oil Sands
- ✱ Athabasca Sand Dunes
- ◙ Whitemud Falls

1. Athabasca River
2. North Saskatchewan River
3. Peace River
4. Slave River
5. Peace Athabasca Delta
6. White Pelican Nesting Area
7. Salt Plains
8. Birch Mountains
9. Wood Buffalo National Park
10. Elk Island National Park
11. Kehewin Uplands
12. Kazan Uplands

Significant Biophysical Features

Scale:

0 5 15 30 50 km

N

Map No.

14

3.3 Heritage Resources

The Lakeland Tourist Zone possesses a rich heritage. As the first part of the province to be occupied by Europeans, in the eighteenth century, it boasts heritage resources of uncommon antiquity and value. Pride in, and awareness of, local culture has provided the area with an abundance of museums, heritage festivals, interpretive centres, and historical roadside signs.

The following pages of the report summarize the history of the Lakeland Zone. It does so in terms of broad underlying themes that give meaning to individual events by setting them in an appropriate context. For the most part, these themes are based on Alberta Culture's Master Plan for the Protection and Development of Prehistoric and Historic Resources Within Alberta (Edmonton, n.d.). They have been modified only to reflect more accurately the significance of local developments.

3.3.1 Cultural Overview

Native Occupation of the Study Area

Until about 10,000 B.C., the entire area was covered by the Laurentian ice sheet, which precluded human occupation. As the glaciers retreated, vast lakes formed. These did not drain significantly for more than 1,500 years. When they did, the boreal forest, consisting mainly of coniferous trees, began migrating northward. It reached its maximum northern extent (approximately two degrees farther north than at present) around 5,500 B.C. At the same time, the forest's southern border deteriorated and became colonized by typical grassland vegetation. Then, as a result of a moist, cooling trend between 1,500 and 500 B.C., the southern edge of the forest started to move south. This gave rise to the present parkland region, characterized by wooded areas interspersed with prairie.

The cultural characteristics of prehistoric people were the result of various settlement and subsistence practices within and across environmental zones and complex intergroup social relations and long term cultural traditions. As a result, the Tourist Zone experienced the evolution of several different types of cultural behaviour after the retreat of the glaciers. On its southern fringe, Plains Indian cultures seem to have predominated.[1] * Highly mobile, these people tended to move in large groups in response to the seasonal migration of the buffalo herds, upon which they depended, and to exploit other resources, such as stone quarries (for tools), seasonal winter water and fuel supplies. This migratory exploitation of natural resources gave a discernible seasonal pattern to their lives.

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*Endnote references have been included and are listed at the end of the section.

It was during the winter months that the Plains Indians typically moved into the parkland region to hunt buffalo, which always retreated to that region in search of reliable food and shelter. The construction of buffalo pounds along the North Saskatchewan River Valley appears to have been the most common means by which the animals were killed. The historical record suggests that groups of as many as 2,000 people may have exploited buffalo together in this area.

The evidence of their passing is everywhere in the parkland region, but nowhere more promounced than along the major river valleys of the Zone, such as the North Saskatchewan, which are literally lined with prehistoric archaeological sites related to Plains peoples. These include campsites, butchering stations, minor workshops, and quarries of stone such as quartzite. While some sites suggest only transient use, others indicate extended use through time.

It is more difficult to generalize about the cultural attributes of the Boreal Forest people who occupied the more northerly part of the Lakeland Tourist Zone. The acidic soils of that region tend to destroy most artifacts, leaving only stone tools and their by-products as evidence of previous cultures. While there are concise ethnographic descriptions of seasonal rounds for the Boreal Forest people, current archaeological reconstructions are lacking in precision.

Nevertheless, it is known that Boreal Forest peoples tended to hunt and gather food in smaller groups than their Plains counterparts, while spread over large geographical areas.[2] This resulted from the nature of the resources they exploited. Woodland bison, caribou, moose, hares, and beaver were usually found in small numbers in any one locale. Only the abundant fish and waterfowl in the many lakes of the region permitted larger groups of people to gather together. Again, major lakes and waterways seem to have been favoured locales.

In historic times, the Zone was occupied by members of both the Athapaskan and the Algonkian language groups. It is believed that in the mid-eighteenth century the Beaver Indians occupied the territory from the junction of the Peace and Smoky Rivers as far east and north as Lake Claire and the Methye Portage. Immediately west of them were the Sekani and, to the south, the Sarcee. In the more northeastern region, where the Canadian Shield entered Alberta, the Chipewyan predominated.

As fur traders pressed westward from their inland bases in northwestern Ontario during the mid eighteenth century, the Cree (of Algonkian stock) assumed the role of the middleman in the trade. Indians of the interior plains and Boreal Forest, who had previously trekked to Hudson Bay to trade their furs for goods of European manufacture, traded with the Cree Indians who in turn travelled to Hudson Bay. By virtue of better access to arms, the Cree were able to occupy much of the northwestern interior.

This migration pushed groups like the Sekani farther west and the Sarcee farther south. The Beaver, too, retreated to the Peace River country. Only the Chipewyans of the far northern part of the Zone remained as original occupants. By the turn of the nineteenth century, the Cree were clearly established as the dominant native group in the Zone.

The Fur Trade

The fur trade moved into the Zone as a result of the provision of buffalo meat and pemmican, as well as the prospects for good trade in the parkland and boreal forest regions. This geographical shift began in the last quarter of the eighteenth century and although the fur trade continued in the eastern parkland and woodland during this period, by the end of the eighteenth century fur trade posts had been built as far west as the Rocky Mountains. The excellent transportation corridors provided by the North Saskatchewan and Athabasca rivers account for the speed with which these developments occurred.

Peter Pond, a fur trader who went on to notoriety as a suspected murderer, first entered the Zone by way of the Methye Portage route, which took him down the Clearwater River and down the Athabasca River.[3] In 1778 he built the first trading post in Alberta near the confluence of the Embarrass and Athabasca Rivers. It became known as Pond's Establishment. Trade was so lucrative that Pond could not take out all his furs from one season's trading in six canoes. As rich as the Athabasca district was (historians refer to it as the El Dorado of the trade), its exploitation required considerable capital investment. As a result, several Montreal fur traders pooled their capital to form the North West Company in 1779.[4] This was one of the most significant developments in the history of the Canadian fur trade.

For the next thirty years, the North West Company dominated the trade of the Athabasca district. Its chief rival, the Hudson's Bay Company, despite its advantage of access to the North West from Hudson Bay, concentrated its limited resources in manpower and trade goods on the Saskatchewan River. By 1783, the Nor'Westers had securely established themselves at the western end of Lake Athabasca, where Fort Chipewyan served as their Athabasca headquarters and served as a base for northern and western expansion.[5] It was from Fort Chipewyan that the explorer Alexander Mackenzie departed for his voyages of discovery that took him to the Arctic Ocean in 1789 and then to the Pacific four years later.

After the North West Company erected Fort George (near Elk Point) in 1792 to trade with both the Plains and Woodland Indians, the Hudson's Bay Company immediately established Buckingham House on adjacent ground. This pattern was repeated at the site of Fort Augustus and Edmonton House farther upstream in 1795, and then at other strategic points such as Lac La Biche and Lesser Slave Lake. An even lesser rival was the short-lived New North West Company, better known as the XY Company, which was formed by dissatisfied Nor'Westers. It was taken over by the North West Company in 1804.

Between 1815 and 1821, the trade competition was played out with ferocity in the Fort Chipewyan area. Physical combat was not unknown, and on occasion rivals were deliberately starved during particularly difficult winters or trying circumstances. This was the price to be paid for the lucrative trade of Athabasca and the far northern trade that straddled the Mackenzie River.

The rivalry ended in 1821 with the amalgamation of the North West Company into the Hudson's Bay Company and a period of stability followed. The victorious company consolidated its hold on the district and rationalized the vital and expensive transportation system of the trade.[6] Many posts were closed in the interests of economy, and a larger proportion of the foodstuffs required by the posts were grown locally. These measures ensured that the fur trade remained profitable, even in a time of declining markets.

The Hudson's Bay Company had long operated under a trade charter that granted it exclusive trade to all watersheds draining into Hudson Bay. In 1869-70 the Hudson's Bay Company relinquished this charter and free traders (that is, those unattached to a large concern) began to compete even more actively. The monopoly of the Hudson's Bay Company had ended earlier, in 1849 at Red River and in 1852 at Lac La Biche. With furs on the decline, trade was particularly cutthroat. By 1900 or so, however, most of the furs were to be found north of the Zone, in the Northwest Territories. Only Lac La Biche, Fort McMurray and Victoria remained as serious centres of free trade opposition.

Transition from a Nomadic to a Settled Economy

The first three quarters of the nineteenth century were a time of both economic opportunity and difficulty for the native and Metis people in the Zone, as in all of the West.[7] The competing fur trade companies had, until 1821, put native people in an advantageous position and their material culture was enriched by European made goods. Many of their difficulties stemmed from the competitive and demanding nature of the local trade. By desire, and by necessity, they were drawn increasingly into the trade, and abandoned many of their traditional skills in an effort to cope better with the demand for furs, provisions, and new skills such as boat piloting, carpentry, and animal husbandry. Alcohol and epidemics further threatened their customary way of life. After the 1840's, missionaries encouraged them to further abandon their old ways and to adopt a sedentary way of life and practice farming. As the century passed, clergymen would continue to have an increasing effect on their lives.

Missionaries were virtually the only nontraders who intended to reside in this Zone during the first half of the nineteenth century. Coming from both the Protestant and Roman Catholic churches, these men tended to establish their missions at or near the main trading posts of the district. Among the most notable were Henry Bird Steinhauer's Whitefish Lake Mission, the Methodist Church's Victoria Mission, the Roman Catholic Nativity Mission at Fort Chipewyan, and the Notres Dames des Victoires at Lac La Biche.

The goal of the missionaries, regardless of denomination, was the "Christianization" of the natives and Metis, coupled with their conversion to an agricultural way of life. The former was to be accomplished through education and attendance at church services, and the latter through example and education. While the local Indians showed little interest in farming, many of the Metis did acquire a more pastoral bent. The number of Metis engaging in farming increased markedly after the Red River Rebellion of 1869-70, when many fled westward in anticipation of significant white immigration to the Red River Settlement. Most settled in the North Saskatchewan and Battle River valleys.[8]

Some missionaries, like Father Albert Lacombe, attempted to serve both his church and his congregation by establishing Indian and Metis farming colonies such as St. Paul des Cris and, after its failure, St. Paul Metis. The more independent Metis formed their own settlements, only to be joined shortly by missionaries. One of the best known of these settlements, although just outside the Zone, was the Laboucane settlement of former buffalo hunters and freighters in the Battle River Valley.

While the Metis of the North West were largely ignored by the Dominion government -- an action that would lead directly to the outbreak of rebellion in 1885 -- the Indians received more attention than many wished. In its effort to prepare the west for white, agricultural settlement, the government negotiated treaties with the Indians and consigned them to large tracts called reserves. The first of the treaties that applied to some part of the Zone was Treaty 6 in 1876, which covered the Saddle Lake, Frog Lake, Beaver Lake, Cold Lake, and Kehewin Bands. Broader in scope was Treaty 8, which included most of the Indians of northern Alberta. It was signed in 1899. These treaties created twenty reserves in the Zone.[9]

Fears of dispossession among the Metis, dissatisfaction with reserve life among the Indians, and Dominion government intransigence sparked the North West Rebellion in the spring of 1885.[10] Although most of the battles were fought in neighbouring Saskatchewan, there was a serious attack on the Hudson's Bay Company store at Frog Lake, where nine men were killed by Cree Indians. Within weeks, however, the leaders of the rebellion had been captured and the violence ended.

The local Indians returned to their reserves, to be educated at industrial schools that taught farming and practical domestic arts, and the Metis were again virtually ignored by everyone but the churches. The St. Paul Metis agricultural colony that Father Lacombe established in 1896 for the betterment of the Metis, was a qualified success, mainly because of its isolated location. Eventually the St. Paul Metis colony was thrown open to settlement because the Oblates decided to abandon the experiment in Metis colonization and to make the land available to French Canadian Roman Catholic settlers. In 1909 the land was opened for homesteading and many of the Metis left for the more distant North.

Little is known of the history of the local Metis until the depression years. The creation of the Metis Association of Alberta rekindled the demand for justice, and the Alberta government ultimately passed the Metis Betterment Act. This established eight Metis colonies throughout northern Alberta.[11] The history of these colonies remains largely unwritten.

Transportation and Communications

Distances in the Zone tend to be vast. As such, its economic development was, from the start, highly dependent on efficient transportation systems that could move goods swiftly and at reasonable cost. For almost a century, the North Saskatchewan and Athabasca rivers and their numerous tributaries, provided such service. Connecting as they did with the Churchill River, the Peace River, and the Mackenzie, they made the entire northwest and far north accessible.

But by the last quarter of the eighteenth century, the York boats, scows and canoes that had served the fur traders well were giving way to oxen-drawn cart brigades that bumped slowly along rutted roads slashed through the bush. The cart's chief advantage was its carrying capacity. Often manned by Metis, the brigade criss-crossed the northwest, bringing trade and staple goods from settlements like Winnipeg to Fort Edmonton for redistribution among the fur trade posts of the district. This means of conveyance took on more importance once the Canadian Pacific Railway reached Calgary in 1883. Goods were then moved north to Edmonton by cart, and then transferred to water vessels of various sorts for shipment north.[12]

The Canadian Pacific Railway had originally been routed through the Zone. This was in the mid-1870's, when the general belief was that southern prairies were unsuited to farming. A tentative route was marked, and work crews moved in to erect the Dominion Telegraph that was to parallel the railway.[13] After 1876 the telegraph was operated between the capital of the Territories at Battleford and a transmission and repair station at Leduc. Several repair stations were located within the Zone. This service continued until 1887 when the rail line was rerouted.

As free trade in furs intensified and the volume of traffic and freight to the north grew, local missionaries, free traders, and the Hudson's Bay Company constructed steamboats to ply the northern waterways. Strategically located settlements like Athabasca Landing and Fort Fitzgerald mushroomed in size, portage trails and tramways were improved or constructed, and an entire wage labour force became dependent on the river steamers. The era of the steamboat lasted until the Great War of 1914-18, when the railway first reached the more northerly parts of the Zone.

The first railway to cut through the Zone was the Canadian Northern, which reached Edmonton from Saskatoon in November of 1905.[14] This was a northern equivalent of the CPR, the transcontinental railway whose route had opened the area to agricultural settlement. It was followed by the Alberta and Great Waterways Railway, which extended from Edmonton to Waterways, just south of Fort McMurray on the Clearwater River.[15] There it connected with the steamboat service to the north, which remained viable until the construction of all-weather roads through the Peace River country in the 1950's. In the more central parts of the Zone, the coming of the railway spelled the end of water-related transport facilities like the Grand Rapids island tramway, and brought the decline of towns like Athabasca Landing.

The combined railway-steamboat link to the north took on added significance during the early 1920's, when Imperial Oil required rapid transport of thousands of tons of equipment and hundreds of workers for its Norman Wells oilfield. In the 1930's the system served the needs of the goldrush miners and mining companies flooding into Yellowknife. A decade later, it proved essential to the construction of the Canol pipeline from Norman Wells to Whitehorse and to the construction of local airbases at Fort McMurray, Fort Smith, and elsewhere.

Agricultural Settlement

If farmers are to go beyond subsistence agriculture they must have access to efficient transportation networks that can link them with distant produce markets. Until the Canadian Northern line was built through the southern fringe of the study area in 1905, agricultural settlement was limited.

One of the few ethnic groups to settle in the Zone prior to construction of the railway was the Moravians (Germans from Russia). They farmed a bloc of land set aside for them by the Canadian government in the southwestern corner of the Zone. There they organized the first Moravian Church in Canada. The town of Bruderheim (meaning "home of the brethren") developed around that church.[16]

A French-Canadian presence in the Zone was felt first as incoming settlers occupied many of the lands that had previously been part of Father Lacombe's St. Paul Metis settlement. By the start of the Great War, St. Paul and the more northeasterly community of Bonnyville had become the two main poles of French-Canadian agricultural settlement in the Zone.[17]

Some two thousand immigrants from England, who came to the area as a group in 1903, also preceded the railway. These were the Barr colonists, so-called after the Reverend J.M. Barr, who had organized their emigration from Great Britain.[18] From the village of Lloydminster, named after their leader the Reverend George E. Lloyd, their farms soon extended as far west as Vermilion.

The Barr colonists were followed, some three years later, by thousands of families of Ukrainian and Romanian origin.[19] These were people who knew, if only second-hand, of the tremendous opportunities that their fellow countrymen had found in Mundare, Myrnam, and Willingdon districts during the 1890's. Seeking escape from the hard living conditions of the western Ukraine, they rapidly carved productive farms from the parkland and gave the area a distinctive cultural flavour.

The mixed farming operations of these settlers' descendents remain the economic base of the southern part of the study area. It is on this basis that the current settlement pattern, community structure, and much secondary industry of the area rests.

Resource Development

The study area as a whole, and particularly the central region, abounds in valuable natural resources. Yet development of these has been a slow process. For example, local Indians and fur traders had caulked their canoes for more than a hundred years with the bitumen that oozed from the ground near Fort McMurray, but it was not until 1875 that government agencies began to assess the economic potential of the resources of the Zone. It then took nearly another hundred years before commercially viable operations began. The resource was remote and difficult to extract. Therein lay the obstacles to its development.

Because the nature of oil sands was not clearly understood in the late nineteenth and early twentieth centuries, investigators believed that a vast pool of petroleum lay beneath the surface sands. To tap this mythical pool, they laboriously drilled a series of test wells throughout the study area, beginning in 1893. The first was near Athabasca Landing, the second at Pelican Portage, the third at Victoria Settlement. These tests provided no flows of oil, but failed to dispel the notion of petroleum pools.[20]

While government-sponsored research would always be a mainstay of oil sands development, private investors did attempt to exploit the sands on several occasions. Count Alfred von Hammerstein was the first and unquestionably the most interesting of them. A prospective Klondiker, von Hammerstein got sidetracked when he managed to gain control of leasehold rights to more than 12,000 acres of oil sands in the region after 1906. He and his partners, R. Volloffsky and L. Bonneauy drilled at least six wells in search of petroleum. When the results were disappointing, as was always the case, von Hammerstein insisted on leaking extremely favourable reports to the press in order to gain additional investment. Once, he testified before a select committee of the Senate that the vial of pure petroleum he was holding had come from his well on Tar Island, near Fort McMurray. On another occasion, he poured oil down one of his wells to later impress a visitor. In the end, his investigations brought him no financial reward and forced him to pawn his diamond stickpin to pay expenses. Nonetheless, he continued to hold his leases until his death in 1941.

There were a few more serious attempts at the experimentation, promotion, and development of the oil sands. Pilot plants were built and operated in the 1920's, 30's and 40's by several different groups. The Research Council of Alberta built along the Clearwater River; R.C. Fitzsimmons with the Alberta Government, Lloyd Champion and Oil Sands

Ltd. built at Bitumount; and Max Ball (Abasands Oil Ltd.) and the Government of Canada built along the Horse River. Only the Fitzsimmons and Alberta Government plants are still in existence at Bitumount.

Although great things were predicted for the oil sands after the Alberta and Great Waterways Railway reached Waterways in 1921, these hopes did not materialize. Instead, nearly three decades of intensive research into the composition of the oil followed. Much of the most productive research was conducted at Bitumount, some fifty miles north of Fort McMurray, and at the Abasand plant southeast of Fort McMurray. The most promising result was the discovery of a technique for separating the oil from the sands by means of water flotation. This paved the way for the commercial plants of today.[21] The Bitumount plant produced roofing shingles and road surfacing material from the 1920's until 1948.

One of the few wells in the oil sands region to pay immediate dividends was that of the Northern Alberta Exploration Company, which drilled two wells at the mouth of the Horse River around 1907. Salt, rather than oil, was found. In 1925 the Alberta government formed the Alberta Salt Company to exploit this resource, but the company proved shortlived due to the high cost of transportation.[22] Subsequently, the Canadian Salt Company began mining east of Lindbergh, where now more than 350 tons of salt are refined daily.

Inadequate technology and world market conditions precluded significant oil sands development until the mid-1960's when the Great Canadian Oil Sands project got underway. The Organization of Petroleum Exporting Countries (OPEC) crisis of 1973 caused much more investment by the Suncor and Syncrude consortia, which has led to the present oil sands processing plants near Fort McMurray. These same changing conditions have also renewed efforts at development of the important heavy oil deposits near Lloydminster, which were first seriously investigated during the 1930's. Both petroleum deposits contribute significantly to the regional economy.

3.3.2 Heritage Resources Inventory and Assessment

An inventory of heritage resources within the Lakeland Tourist Zone was compiled using the inventories of Alberta Culture, standard historical works, and local resource people. This produced a list of approximately 2,700 individual heritage resources. As might be expected, most were not of historical significance and lacked interpretive potential. Many others possessed the additional liability of being virtually inaccessible. All accessible resources were, nonetheless, assessed subjectively on the basis of standard evaluative criteria. To be included on the final list of resources with interpretive potential, a site had to be well represented in at least one of the following categories:

- Intrinsic Historical Interest

An historic site had to be well associated with an individual, an event, or a pattern of cultural behavior of significance to the Lakeland Tourist Zone. Groups of individually undistinguished sites which well represented a significant theme when considered as a coherent group were also deemed eligible for inclusion.

- Intrinsic Archaeological Interest

An archaeological site had to be representative of a cultural pattern of significance to the Lakeland Tourist Zone to be included. Sites which were not individually significant could be included only if they were part of a coherent larger group representing the same theme.

- Intrinsic Architectural Interest

A structure had to possess excellent design qualities, or structural qualities, or association with a notable architect, builder or craftsman, and to have retained its structural integrity to be included. Groups of otherwise undistinguished structures, but which constituted significant streetscapes or vistas were also eligible for inclusion.

- Uniqueness

A resource which defied simple thematic categorization could be considered for inclusion if it was unique and possessed intrinsic interpretive interest.

Table 3-13 presents a list of selected significant heritage resources. Table 3-14 is an inventory of operating museums in the Zone. The locations of significant heritage resources and operating museums are shown on Map 15.

3.3.3 Interpretive Opportunities

Because many of the best resources of the Zone have already been interpreted successfully, a special effort was made to identify unexploited opportunities for interpretive development. This has resulted in the following major interpretive opportunities. Each of these opportunities would have to be assessed as to their development and operational feasibility.

Interpretive Opportunity 1: That the prehistory and history of the native groups of the Zone could be interpreted through a medium-scale development, such as a museum or interpretive centre. Native people have been under-represented in provincial and local interpretive programming to date and this deficiency should be remedied.

Interpretive Opportunity 2: The history of Metis could be interpreted through a medium-scale development, such as a museum or interpretive centre. No interpretation of these people has occurred in the Zone, yet they comprise the most significant element of the local population throughout the last half of the nineteenth century. They are also under-represented in provincial interpretive programming as a whole.

Intrepretive Oppportunity 3: A fur trade intrepretive centre could be established at Fort Chipewyan. This centre could focus on the site of Fort Chipewyan, yet also include the story of the many adjacent posts that date from c. 1788-1821. Fort Chipewyan, although the oldest community in Alberta, has not been interpreted well to date.

Interpretive Opportunity 4: A driving/walking tour of selected Vegreville historical resources could be designed around the main theme of a local craftsmen's work and the sub-themes of significant public buildings and local industry. Many of Vegreville's most notable buildings were built of local red brick by a bricklayer named Charles Hayter. Nowhere in the province has the work of a craftsman been commemorated. This minor tour might also be integrated into other tours of the Zone.

Interpretive Opportunity 5: The North Saskatchewan and Athabasca Rivers should be interpreted by means of a series of visitor centres/kiosks and signs that are accessible by motor vehicle or watercraft. Historic sites and other resources along the rivers should also be signed or included in interpretive self-guided tour brochures. Both rivers served as vital transportation corridors through the Zone for well over a century. That significance should be recognized in a more meaningful manner than is the case at present.

Interpretive Opportunity 6: Heritage hiking (or horseback riding) trails could be developed along accessible parts of the Battleford-Edmonton Trail, the Winnipeg Trail, and the Telegraph Trail.

TABLE 3-13

HERITAGE RESOURCE INVENTORY

CLOSEST COMMUNITY	NAME OF RESOURCE	THEME REPRESENTED	THEMATIC IMPORTANCE
BRUDERHEIM	Moravian Settlement Sign	Settlement	Medium
	Our Lady of Good Counsel Shrine	Settlement	Medium
CHIPMAN	Ukrainian Settlement Sign	Settlement	High
ELK POINT	Elk Point Burial Site	Native History	High
	Hudson's Bay Company Outpost (Frog Lake)	Transition from a Nomadic Economy	High
	Fort George/ Buckingham House	Fur Trade	High
EAST WEST CORRIDOR SUB-ZONE 1	North Saskatchewan River	Transportation/ Communication	High
FORT CHIPEWYAN	Athabasca House	Fur Trade	Medium
	XY Company Post	Fur Trade	Medium
	Fort Wedderburn	Fur Trade	High
	Fort Chipewyan I	Fur Trade	High
	Fort Chipewyan II	Fur Trade	High
	Fort Chipewyan III	Fur Trade	High
	Wood Buffalo National Park	Resource Conservation	High
	Nottingham House	Fur Trade	High
	Pond's Establishment	Fur Trade	High
FORT MACKAY	Pierre au Calumet Post	Fur Trade	Medium

TABLE 3-13
HERITAGE RESOURCE INVENTORY
(Continued)

CLOSEST COMMUNITY	NAME OF RESOURCE	THEME REPRESENTED	THEMATIC IMPORTANCE
FORT MACKAY	Beren's House	Fur Trade	Medium
	A. von Hammerstein Well No. 1	Resource Development	Medium
FORT MCMURRAY	Fort McMurray	Fur Trade	Medium
	Fort of the Forks	Fur Trade	Medium
	Athabasca Oil Sands Sign	Resource Development	High
	Bitumount Oil Extraction Plant	Resource Development	High
	Abasands Oil Limited Extraction Plant	Resource Development	High
	Waterways	Transportation/ Communication	High
	Alberta Government Salt Well No. 1	Resource Development	Medium
	Dutcher Distillation Plant	Resource Development	Medium
FORT SMITH, NWT	Fort Fitzgerald	Transportation/ Communication	High
	Halfway House	Transportation/ Communication	Medium
	Government Hay Camp	Resource Conservation	High
	Smith Rapids Portage	Transportation/ Communication	High
GRAND ISLAND (on the Athabasca River, 20 km east of Algar Lake)	Grand Rapids Island Tramway	Transportation/ Communication	High
GLENDON	Shaw's House	Fur Trade	Medium
	Maurice Destrube House	Settlement	High

TABLE 3-13
HERITAGE RESOURCE INVENTORY
(Continued)

CLOSEST COMMUNITY	NAME OF RESOURCE	THEME REPRESENTED	THEMATIC IMPORTANCE
HAIRY HILL	Boian Romanian Orthodox Church	Settlement	High
	Boian Marea School	Settlement	Medium
INNISFREE	District of Alberta Cairn	Settlement	Medium
	District of Saskatchewan Cairn	Settlement	Medium
LAC LA BICHE	Lac La Biche Fur Trade Posts	Fur Trade	High
	Lac La Biche Inn (McArthur Inn)	Transportation/ Communication	High
	Northern Alberta Railway Station	Transportation/ Communication	High
	Lac La Biche Mission	Transition from a Nomadic Economy	High
LLOYDMINSTER	Barr Colonists' Sign	Settlement	High
MARWAYNE	Paint Creek House	Fur Trade	Medium
MYRNAM	Fort d'Isle	Fur Trade	Medium
PELICAN SETTLEMENT	Pelican Portage Settlement	Transportation/ Communication	High
	Upper Wells Telegraph Cabin	Transportation/ Communication	Medium
ST. PAUL	St. Paul Metis Catholic Mission	Transition from a Nomadic Economy	High
	Sisters of the Assumption School	Settlement	Medium
	Reverend Sisters of the Assumption of Nicolet Convent	Settlement	Medium
	Old St. Paul Rectory	Settlement	High

TABLE 3-13
HERITAGE RESOURCE INVENTORY
(Continued)

CLOSEST COMMUNITY	NAME OF RESOURCE	THEME REPRESENTED	THEMATIC IMPORTANCE
SMOKY LAKE	Victoria Post	Fur Trade	High
	Victoria Oil Drilling Site	Resource Development	Medium
	Victoria Settlement	Transition from a Nomadic Economy	High
	Fort Victoria	Transition from a Nomadic Economy	High
	Fort White Earth	Fur Trade	High
TWO HILLS	St. Paul des Cris Mission	Transition from a Nomadic Economy	Medium
VEGREVILLE	W.P. Perkins House	Settlement	Medium
	Dobbins Block	Settlement	Medium
	Vegreville High School	Settlement	Medium
	St. Martin's Roman Catholic School	Settlement	Medium
	Alberta Hotel	Settlement	Medium
	Vegreville Post Office	Settlement	Medium
	Vegreville Courthouse	Settlement	Medium
VERMILION	The Standard Building	Transition from a Nomadic Economy	High
	Lakeland Agricultural College	Settlement	High
	Canadian Northern Railway Station	Settlement	Medium
	Grizzly Bear Coolee Telegraph Station	Transportation/ Communication	Medium

TABLE 3-13
HERITAGE RESOURCE INVENTORY
(Continued)

CLOSEST COMMUNITY	NAME OF RESOURCE	THEME REPRESENTED	THEMATIC IMPORTANCE
VERMILION	Little Machinery Building	Settlement	Medium
VILNA	Whitefish Lake United Church and Cemetery	Transition from a Nomadic Economy	High

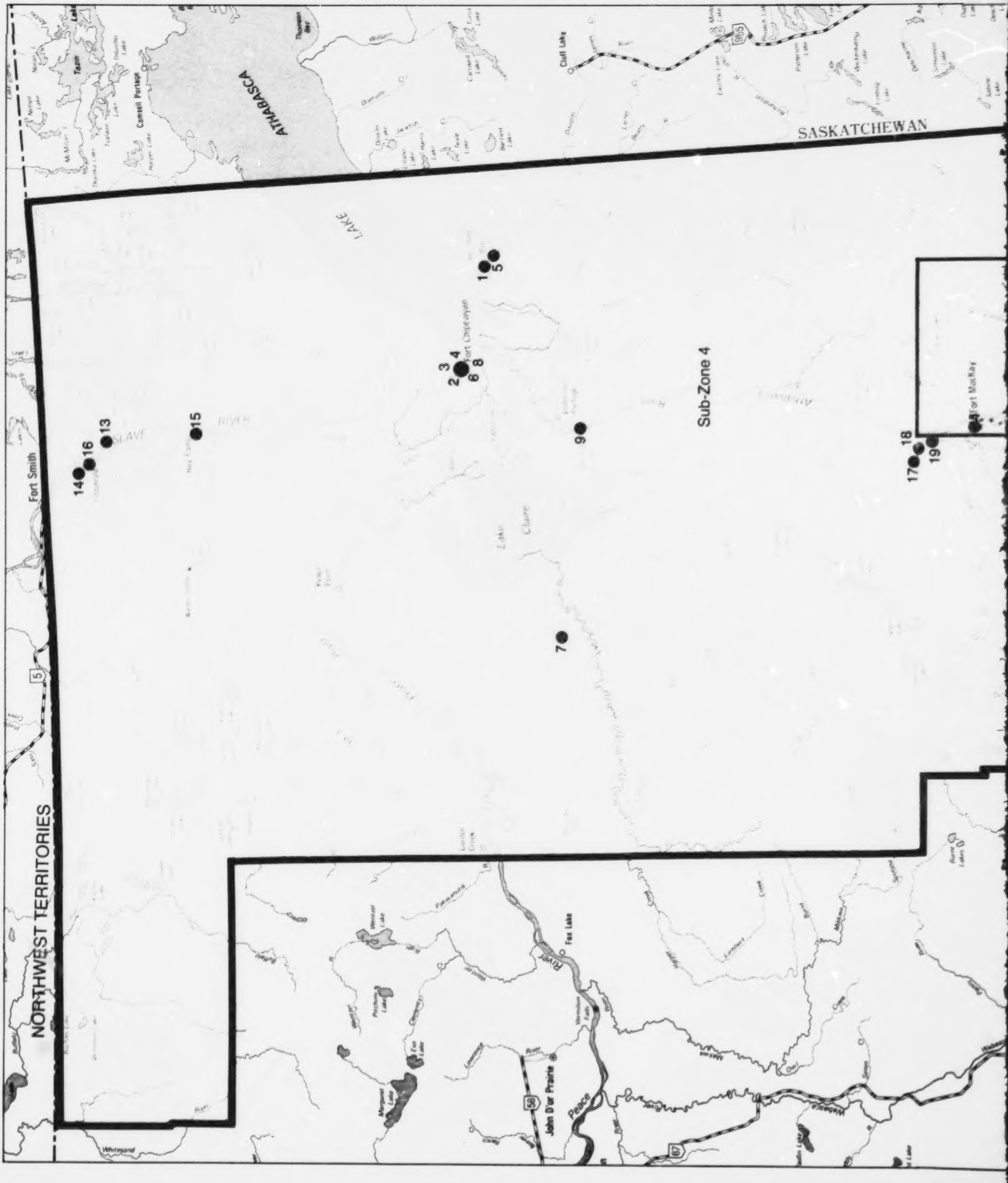
TABLE 3-14
INVENTORY OF OPERATING MUSEUMS

LOCATION	NAME OF MUSEUM	PRINCIPAL THEME
ANDREW	Andrew and District Local History Museum	Ukrainian Culture
DEWBERRY	Dewberry Museum	Fur Trade
ELK POINT	Fort George Museum	Fur Trade
FORT MCMURRAY	Heritage Park	Fur Trade/ Settlement and Tar Sands
INNISFREE	William Poohkay Museum	Native Culture and Natural History
ISLAY	Morrison Museum of the Country School	Rural Education
LAMONT	Ukrainian Pioneer Home	Ukrainian Culture
LLOYDMINSTER	Barr Colony Museum	Barr Colony Settlement
LLOYDMINSTER	Fuch's Wildlife Museum	Natural History
LLOYDMINSTER	Imhoff Art Gallery	Art
MUNDARE	Basilian Fathers Museum	Ukrainian Religious Culture
PLAMONDON	Plamondon and District Museum	Local History
REDWATER	Redwater and District Museum	Local History
SADDLE LAKE	Manitou Kehiw Centre (Saddle Lake Cultural Museum)	Native Culture
ST. PAUL	St. Paul Museum	Local History
SMOKY LAKE	Smoky Lake Museum	Local and Natural History
SMOKY LAKE	Victoria Settlement/ Fort Victoria	Fur Trade

TABLE 3-14

INVENTORY OF OPERATING MUSEUMS (Continued)

LOCATION	NAME OF MUSEUM	PRINCIPAL THEME
VEGREVILLE	Ukrainian Cultural Heritage Village	Ukrainian Culture
WILLINGDON	Historic Village and Pioneer Museum (Shandro)	Ukrainian and Romanian culture


NORTHWEST TERRITORIES
SASKATCHEWAN
ATHABASCA
LAKE
Camsell Portage
Cluff Lake
955
Fort Smith
5
SLAVE
RIVER
Fort Chipewyan
Sub-Zone 4
Fort MacKay
Lake
Claire
Fox Lake
Peace
River
John D'Or Prairie
58
67
1
2
3
4
5
6
7
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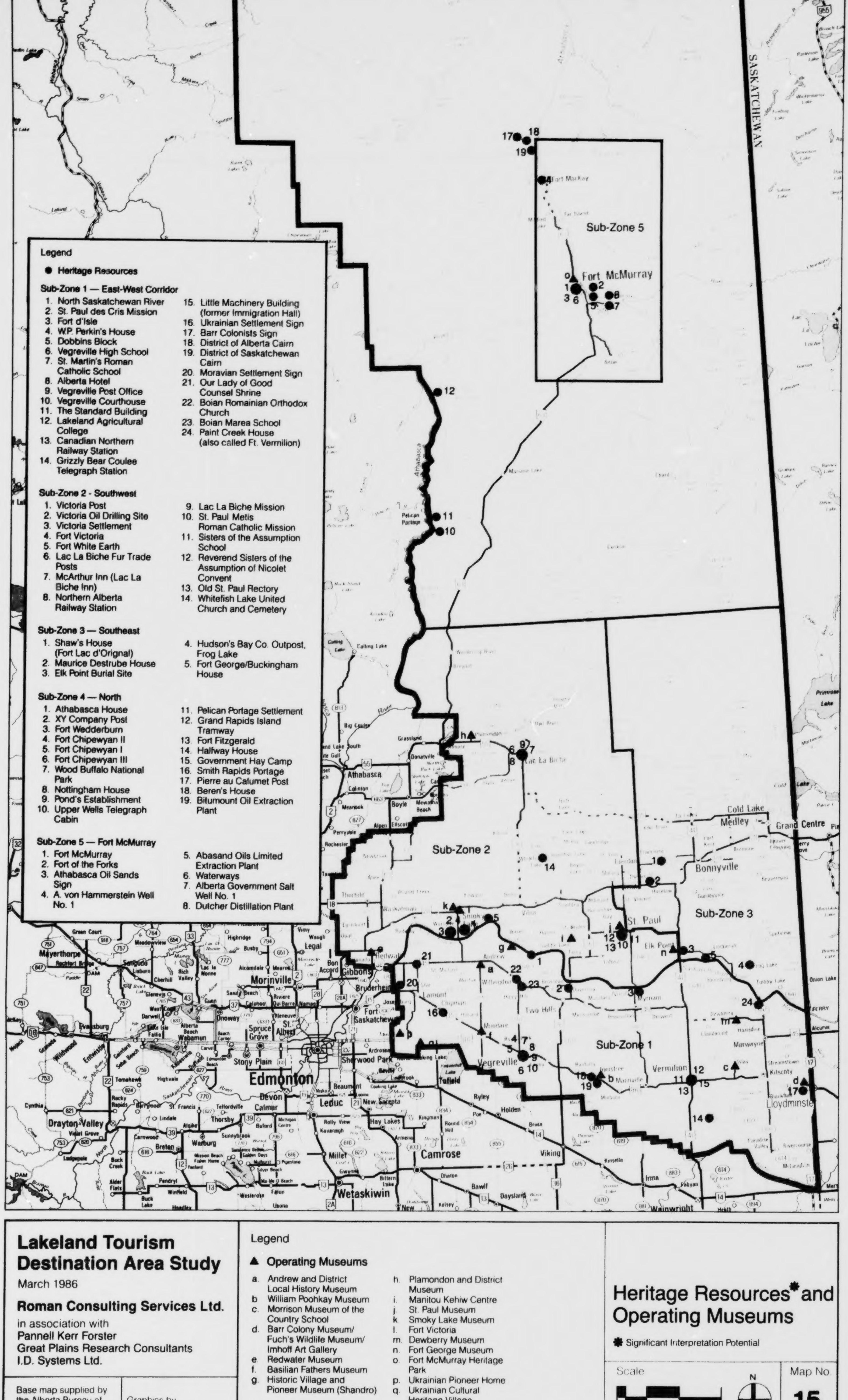
SASKATCHEWAN
Sub-Zone 1
Sub-Zone 2
Sub-Zone 3
Sub-Zone 5
Fort McMurray
Fort MacKay
Athabasca
Pelican Portage
Lac La Biche
Cold Lake
Medley
Grand Centre
Bonnyville
St. Paul
Elk Point
Vermilion
Lloydminster
Vegreville
Two Hills
Smoky Lake
Redwater
Gibbons
Fort Saskatchewan
Edmonton
Sherwood Park
St. Albert
Spruce Grove
Stony Plain
Leduc
Devon
Calmar
Camrose
Wetaskiwin
Tofield
Viking
Wainwright
Morinville
Westlock
Mayerthorpe
Drayton Valley

Legend

● Heritage Resources

Sub-Zone 1 — East-West Corridor

1. North Saskatchewan River
2. St. Paul des Cris Mission
3. Fort d'Isle
4. W.P. Perkin's House
5. Dobbins Block
6. Vegreville High School
7. St. Martin's Roman Catholic School
8. Alberta Hotel
9. Vegreville Post Office
10. Vegreville Courthouse
11. The Standard Building
12. Lakeland Agricultural College
13. Canadian Northern Railway Station
14. Grizzly Bear Coulee Telegraph Station
15. Little Machinery Building (former Immigration Hall)
16. Ukrainian Settlement Sign
17. Barr Colonists Sign
18. District of Alberta Cairn
19. District of Saskatchewan Cairn
20. Moravian Settlement Sign
21. Our Lady of Good Counsel Shrine
22. Boian Romainian Orthodox Church
23. Boian Marea School
24. Paint Creek House (also called Ft. Vermilion)

Sub-Zone 2 - Southwest

1. Victoria Post
2. Victoria Oil Drilling Site
3. Victoria Settlement
4. Fort Victoria
5. Fort White Earth
6. Lac La Biche Fur Trade Posts
7. McArthur Inn (Lac La Biche Inn)
8. Northern Alberta Railway Station
9. Lac La Biche Mission
10. St. Paul Metis Roman Catholic Mission
11. Sisters of the Assumption School
12. Reverend Sisters of the Assumption of Nicolet Convent
13. Old St. Paul Rectory
14. Whitefish Lake United Church and Cemetery

Sub-Zone 3 — Southeast

1. Shaw's House (Fort Lac d'Orignal)
2. Maurice Destrube House
3. Elk Point Burial Site
4. Hudson's Bay Co. Outpost, Frog Lake
5. Fort George/Buckingham House

Sub-Zone 4 — North

1. Athabasca House
2. XY Company Post
3. Fort Wedderburn
4. Fort Chipewyan II
5. Fort Chipewyan I
6. Fort Chipewyan III
7. Wood Buffalo National Park
8. Nottingham House
9. Pond's Establishment
10. Upper Wells Telegraph Cabin
11. Pelican Portage Settlement
12. Grand Rapids Island Tramway
13. Fort Fitzgerald
14. Halfway House
15. Government Hay Camp
16. Smith Rapids Portage
17. Pierre au Calumet Post
18. Beren's House
19. Bitumount Oil Extraction Plant

Sub-Zone 5 — Fort McMurray

1. Fort McMurray
2. Fort of the Forks
3. Athabasca Oil Sands Sign
4. A. von Hammerstein Well No. 1
5. Abasand Oils Limited Extraction Plant
6. Waterways
7. Alberta Government Salt Well No. 1
8. Dutcher Distillation Plant

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

▲ Operating Museums

a. Andrew and District Local History Museum
b. William Poohkay Museum
c. Morrison Museum of the Country School
d. Barr Colony Museum/ Fuch's Wildlife Museum/ Imhoff Art Gallery
e. Redwater Museum
f. Basilian Fathers Museum
g. Historic Village and Pioneer Museum (Shandro)
h. Plamondon and District Museum
i. Manitou Kehiw Centre
j. St. Paul Museum
k. Smoky Lake Museum
l. Fort Victoria
m. Dewberry Museum
n. Fort George Museum
o. Fort McMurray Heritage Park
p. Ukrainian Pioneer Home
q. Ukrainian Cultural Heritage Village

Heritage Resources* and Operating Museums

* Significant Interpretation Potential

Scale
0 5 15 30 50 km

N

Map No.
15

3.4 The Economy and Human Resources

The Lakeland Tourist Zone has a widely dispersed population base centred around a few urban areas. While the Zone contains only 6.6 percent of the total Alberta population, it covers almost 18 percent of the total area of the Province. The economy is historically based in agriculture and forestry, but it has expanded to include additional economic sectors, such as non-renewable resource extraction.

The implications for tourism with respect to the demographics and economy of the Lakeland Zone are numerous. Existing human and economic resources must be carefully examined and analyzed; tourism success largely depends on the people and the economy.

3.4.1 Economic Overview

An overview of the economy of the Lakeland Zone reveals seven major industrial sectors: agriculture, forestry, oil and gas, mining, fish and wildlife, tourism, retail and service.

It is difficult to view the region as a whole because it is divided into defined areas of economic dependency. Non-renewable resource extraction is centred in three areas: Fort McMurray, Cold Lake and Lloydminster. Agriculture is found largely in the south, while fish and wildlife harvesting takes place mainly in the north central part of the Zone. Retail and service trade is largely in the communities in the southern part of the Zone, with the exception of Fort McMurray, which is more centrally located.

The Economic Development Opportunities in Northern Alberta: Overview Report, prepared for the Northern Alberta Development Council in 1985, summarizes several issues and opportunities which are pertinent to the Lakeland Zone.

- The resource base for Northern Alberta, particularly oil and gas, will continue to drive the northern economy. It offers significant potential for growth and development of the northern economy.
- Northern residents are seeking long-term economic stability for their region; they are looking for economic diversification, opportunities to encourage young people to stay in northern Alberta, and for the means to play a greater role in and take advantage of the development of resources.
- The North is an expanding, developing area. There continues to be a basic requirement for road construction and upgrading as a lever for development.
- The agricultural sector has a continuing role to play in economic development. There are needs for agricultural intensification, improvements in farm productivity, and the

continued use of cost shelter programs (e.g. fertilizer, fuel). There is an ongoing demand for further land development. Part-time employment off the farm will continue to play a needed role as long as the economies of agriculture remain at current levels.

- Nearly every community saw some potential for increasing tourism activity in its region. Effective planning, program development and promotion are required. Many opportunities are local and small scale. Major tourism developments will require a co-operative effort between government and business.
- The fish and wildlife resource in northern Alberta has an uncertain role to play in future economic development. There are many conflicting priorities between commercial and recreational based activities; trapping can be maintained or increased but only if other development does not encroach.

The report also summarizes economic development issues and opportunities for regions within the Northern Alberta Development Council Boundary. One of the regions is composed of Fort McMurray, Fort McKay, Anzac and Fort Chipewyan and the surrounding immediate areas. Fort McMurray is the dominant centre in this region. Economic development goals developed by the local Economic Development Board are aggressive. They include:

- accelerated growth to take advantage of the oil sands and heavy oil potential
- broadening of the economic base through expanded manufacturing, service, tourism and retail sectors
- transportation links to other centres
- image enhancement to show a thriving, dynamic urban centre with a full range of services
- development of tourism and meetings and convention potential

The most significant economic development opportunities centre around expanding oil sands operations and the further development and commercialization of the many heavy oil in-situ projects. Opportunities for the tourism , retail and service sector and manufacturing sector were also identified. Rapid growth is projected for Fort McMurray in the future because of further exploitation of the mineable oil sands and the commercialzation of heavy oil. Such development will allow the City to broaden its retail sector and develop recreational, social and health services. However, diversification of the economy will be difficult and further development of the manufacturing and service sectors will require creativity and an increased level of local economic spinoffs from oil sands operations.

The Lac La Biche region with its Regional Economic Development Council has aggressively pursued economic development for over ten years. They have achieved impressive results, partly because of a strong economic development organization and partly because of the diversification of resources in the region. The Lac La Biche area has defined goals and objectives which are aggressively pursued by the Council. The region wants to maintain steady growth based on its resource potential in tourism, oil and gas exploration and development, and on its role as a transportation, government and agricultural centre.

Another region includes the communities of Cold Lake, Grand Centre and Bonnyville. The region is presently one of the strongest economic growth areas in the Province as a result of heavy oil developments and the expansion of Canadian Forces Base Cold Lake.

Economic objectives in this region include a desire to exploit the vast tourism potential of the area. Residents see a need for better lake management techniques to ensure the preservation of the resource and its sport fisheries. The residents desire a higher order shopping facility and many want a regional shopping centre at either Grand Centre or Bonnyville. Residents in Cold Lake are pursuing the development of a marina and other associated facilities (e.g. boardwalk). Residents throughout this region prefer to experience moderate and sustained growth rather than a return to the boom growth period of the late 1970's.

There are few constraints to development in this vibrant area. Key problems, however, include difficulty in securing financing, short summer season, competition from other summer tourist destinations and some reluctance to invest in new opportunities due to past experiences with the recession.

In another region, the communities of St. Paul and Elk Point have historically developed on a firm agricultural base and have been stable growth centres. The recent heavy oil developments in the Lindbergh field east of Elk Point have transformed the traditional economic base of that community and significantly accelerated its growth rate. St. Paul continues to serve the agricultural sector and maintains an important role as the government service centre for the region.

The people of St. Paul wish to maintain the steady growth rate with economic improvements integrated into the commercial fabric as the need arises and investment occurs. There is a heavy emphasis on the key components of quality of life.

The people of Elk Point have mixed reactions to growth in their community. They wish to make the most of potential benefits of heavy oil development while keeping negative impacts on the community low.

There are several constraints to development in both communities. In St. Paul, the traditional development of the commercial sector along the highway is viewed as detracting from the centralized development of a strong commercial core. St. Paul is also located off major transportation routes.

Growth in Elk Point is held back by the concentration of heavy oil service firms in other locations that service the Lindbergh field. As well, its agricultural service sector is in decline because of the centralization of farm services into other communities.

There are a number of opportunities evident in each centre. Both are ideal locations for new retail outlets as well as agriculture service facilities. Both communities have a rich historical heritage which could be capitalized on for tourism development.

Both St. Paul and Elk Point are centres which will continue to grow and develop at a stable rate. They could better capitalize on their economic development potential by forming an economic development organization.

3.4.2 Major Developments

The three major economic developments in the Lakeland Zone are all found in the oil and gas industry: the Husky Oil Refinery in Lloydminster, the Cold Lake/Grand Centre Esso Development, and the Syncrude and Suncor Oil Sands Developments in Fort McMurray.

Husky's petroleum operations have been a prominent part of the Lloydminster economy for nearly forty years, ever since Glen E. Neilson began oil production in 1946. Over the years the capacity of the Husky refinery has steadily increased and a new refinery was opened in 1984 to help meet growing production demands.

As a result of the difficulty Husky was having finding markets for the heavy crude oil they were producing, engineers developed the idea of blending the heavy oil with condensators, thus lowering its viscosity and allowing it to be transported by pipelines to markets in Eastern Canada and the United States. Husky Oil has continued to be active in developing other enhanced Oil Recovery methods.

Husky is the major producer of heavy oil in Canada. This is partially due to the fact that the Lloydminster Oil Fields contain the largest reserve of its kind in North America. For this reason Lloydminster has earned the title of Heavy Oil Capital of the World.

Present plans for Husky Oil involve the construction of a heavy oil upgrader plant. As with any major development of this type, the project is dependent on the market price of oil. The upgrader would convert heavy oil into an upgraded synthetic crude. The Bi-Provincial Upgrader would be Western Canada's largest energy project since the completion of Syncrude oil sands project. In addition to reducing Canada's dependence on foreign oil, the project is also expected to inject about $2.2 billion into the Canadian economy over the first four years of construction and initial operation. During the peak construction period, up to 2,700 people will be employed.

Husky predicts a permanent population increase of 1,330 as a result of expanded personnel requirements. It is anticipated that 1,780 "long-term direct project and spin-off" jobs will be created as a result. These service and retail jobs will significantly increase the economy of the area.

Grand Centre and Cold Lake are surrounded by vast reserves of heavy oil. Today more than 20 oil companies hold leases in the area and more than half of those are actively engaged in extracting and processing the six billion barrels of heavy oil known to be recoverable by current methods.

One of the industry leaders in the area is Esso Resources Canada Limited with its heavy oil project 11 miles northwest of Cold Lake. Planned expansion of the plant will create up to 900 construction jobs and 290 full time and contract positions. Completion of the project is planned for 1988. Most jobs will be filled by local residents of the Cold Lake/Grand Centre area. Upon completion of the new facilities, the total number of Esso employees in the Cold Lake area will be about 570 people.

Of the other oil companies active in the area, the majors include BP Resources, Dome Petroleum, Chevron, Petro-Canada, Alberta Energy Corporation, Suncor, Husky and Westhill-Albion. BP Resources, together with Petro-Canada, has begun the Wolf Lake heavy oil project. This project will cost over $200 million and will have considerable impact on Grand Centre and Cold Lake as well.

Currently there are two commercial scale mining projects near Fort McMurray in the Athabasca oil sands deposit. The first, operated by Suncor, began operations in 1967 and is now approved for production of 7.1 thousand cubic meters of oil per day. The second plant, operated by the Syncrude consortium, began production in 1978 and has a capacity of 20.5 thousand cubic metres per day.

The extraction process involves mining the bitumen deposits and then separating the sand from the raw bitumen using a hot water flotation technique. The resulting raw bitumen is then upgraded to a high grade, synthetic crude oil, suitable for refining.

The construction of two additional commercial scale plants has been proposed by the oil and gas industry. The impact of another tar sands facility would be massive. It has been estimated that some 35,000 indirect and direct jobs would be created during the construction period and 13,000 direct and indirect jobs would exist for the 30 year life of the project.

The expanding employment picture in this area is going to result in more than simply jobs for people. It is going to result in increased business for the service and retail industries. This in turn will lead to increased employment in these fields as businesses attempt to meet the increased demand from the influx of workers.

3.4.3 Tourism Implications

These major projects in the Lakeland Zone are creating larger population bases in nearby communities. A larger and more affluent population will be better able to maintain tourist and recreation projects (ie. swimming pools and theatres). As well, a larger population in a community increases the number of potential visitors; visiting friends and relatives is one of the major reasons for travel. However, without the development of more recreation areas and facilities, there will be increased pressure on the use of existing ones. Visitors will also have to compete with residents to use the recreation areas and facilities.

These major projects will draw a different type of tourist into the Zone: the business visitor. The business traveller often has a larger disposable income while travelling which often leads to a greater usage of available services. The greatest potential for the business traveller is that they might return to the Zone for a vacation. Giving good service to the business traveller is necessary to ensure repeat visits.

The development of these major economic projects creates a more positive economic climate. This improved economic climate is a major advantage for tourism development because it makes financing for tourism easier to obtain. Because the communities are more affluent, there is greater equity investment by residents and established businesses. As well, a stronger economic climate makes it easier to acquire financing through financial institutions.

The presence of a large project also leads to the general improvement of infrastructure in the community. Improving such facilities as roads and the sewer and water systems, will aid communities in dealing with increased demand from tourists.

One important negative tourism implication to consider is that the presence of these large scale projects can lead to decreased/poor service for tourists. During the construction phase, especially, workers dominate most of the facilities and services available in communities and as a result, tourists are unable to find accommodation or access service facilities, such as restaurants.

Overall, the presence of these large scale economic developments continues to improve the opportunity for developing tourism in the Lakeland Tourist Zone. These projects are increasing cash flow in the community, both through increased population spending, business visitors and visitors coming to view the project. Increased cash flow improves the opportunity for financing, building and maintaining tourist attractions and events in these communities.

The most important negative implication to consider is the possibility of lowering the level of service to tourists as a result of project workers dominating the facilities. The high wage differential between hospitality industry and oil and gas workers makes it difficult to fill some hospitality industry positions. There will also be a need for increased repair and maintenance of roads and other public areas due to the increased activity.

3.4.4 Human Resources

The Lakeland Tourist Zone is an area of tremendous cultural and ethnic diversity. This diversity is one of the Zone's greatest attractions. While the majority of the residents are of British descent, a significant proportion of the population is of German, French, Ukrainian, Scandinavian, Dutch, Polish and Italian descent. The Lakeland Tourist Zone also has a large population of Native people, both Indian and Metis.

The labour force in Zone 6 is heavily concentrated in the primary industries of agriculture, forestry, oil and gas, fishing and mining. Approximately one third of the work force is directly employed in these renewable and non-renewable resource industries. It is estimated that an additional 1/3 of the labour force is employed in the service sector generated by this primary industry.

All of northern Alberta and especially the Lakeland Tourist Zone, is more reliant on primary employment than southern Alberta.

3.4.5 Population Cross-section

Much of the demographic information for this section was taken from the Census Community Profiles developed by Satistics Canada, using 1981 Census data. Community Profiles for Census Divisions 10 and 12 were used because their boundaries very closely approximate the boundaries of the Lakeland Tourist Zone. The only discrepancies regarding the boundaries are that Counties 9 and 22 are included in the discussion of the Lakeland area because they are part of Census Division 10. As well, County 7 is not included in this discussion because it is part of Census Division 13. Because only a very small portion of Census Division 13 is relevent to the Lakeland Zone, it was decided that available information from the Census Community Profile for Division 13 would not be used. It was felt that these minor variations did not affect the reliability or relevence of the information chosen.

The population of the Lakeland Zone, based on Alberta Municipal Affairs data, has steadily increased over the last four years. The overall increase from 1981 to 1985 was 16.34 per cent growing from 140,001 to 162,384. The overall population increase for the rest of the province was only 3.59 percent.

Overall, Alberta has an extremely young population with 56.3 percent of the population being under thirty years of age. The Lakeland Zone closely parallels this situation with 56.4 percent of their population being under the age of thirty. A very small percentage of the Alberta population is age 65 and over--7.16 percent. The proportion of Seniors in the Lakeland Zone is also low--9.1 percent.

One important reason for this might be the large number of young people flooding the province looking for work related to the oil and gas industries, construction industries and the resulting trade industries. As well, the majority of older people in the Lakeland Zone are found in the rural agricultural areas. With few of the young people remaining on the farm, the rural populations are not replenishing themselves. Instead, they are slowly dying of attrition as the young people migrate to the larger communities.

One other factor which illustrates the dramatic growth of the Lakeland Zone is the increase in the construction of private dwellings. Over 25,000 dwellings were built during the period 1971 - 1980 compared to only 8,600 during the previous 10 years.

Statistics from the 1981 Census for average employment income (for individuals) in the Lakeland Zone (Census Divisions 10 and 12) shows the on-average yearly income for males was $17,212; for females was $8,502; and for the total, average income was $13,906. This was about par with the provincial statistics of $17,473 for males; $7,950 for females and $13,783 for the total average income. Incomes in Census Division 12 are slightly higher than the rest of the Zone: $18,809 for males; $8,748 for females; and $14,965 for the total average income. This is likely a result of the higher wages for jobs at the oil sands plants and other oil and gas operations.

3.4.6 Tourism Implications

The population of the Lakeland Tourist Zone is a quickly growing, young and largely affluent group. These characteristics have several implications with regard to the tourism industry.

The rapid growth being experienced by the Lakeland Zone (particularly in the Cold Lake/Bonnyville and Fort McMurray areas) is bringing many transient workers into the Zone. This results in a wide cross section of people becoming aware of the Zone's tourism resources. Hopefully these individuals will return to the Lakeland Zone to vacation or visit friends.

This rapid growth has also contributed to the development of high quality tourism facilities. In Fort McMurray, for example, this rapid growth was largely anticipated and development planned in advance of the rapid growth period. As a result, many facilities were developed, including good quality hotels and recreation areas, as well as necessary infrastructure. This planned development has resulted in many new tourism attractions, facilities and services. There were also some negative impacts from this growth such as increased pressure on the use and harvesting of natural resources. This increased the need for more controls and management programs.

The high income level of the residents in Zone 6 results in more money being spent on leisure time products and activities. More time being spent on leisure activities means a higher level of recreational use of Zone 6's recreation resources, thus providing the base level of use necessary for many facilities to be viable.

One major drawback with regard to tourism, is that as a result of the high salaries being offered in the oil and gas industry, the much lower wages found in the tourism and hospitality sectors are very unappealing. As a result, very few young people are attracted to the tourism industry. For this reason, the tourism and hospitality industry may experience difficulty in finding good employees.

Tourism has the potential to significantly increase employment opportunities as well as increase overall income in the Zone. Based on visitor characteristics data presented in Section 4.0, visitors spent approximately $102 million in 1982 and generated approximately 5100 person years of direct and indirect employment.

ENDNOTES FOR SECTION 3.3 (HERITAGE RESOURCES)

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4. Although dated, G.C. Davidson's The North West Company (Berkley, 1918) remains the best treatment of the Nor'Westers.

5. James M. Parker, "The Fur Trade of Fort Chipewyan on Lake Athabasca, 1778-1835," M.A. Thesis, University of Alberta, 1967.

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18. See R.A. MacDonnell, "British Immigration Schemes in Alberta," Alberta Historical Review, 16 (Spring 1968), 5-13.

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4

Visitor Characteristics

SECTION FOUR

VISITOR CHARACTERISTICS AND TOURISM MARKETS

Visitor information for Zone 6 was obtained primarily from three sources; the Canadian Travel Survey of Alberta Residents, which was conducted over the entire twelve months of 1982; the Alberta Travel Survey of Non-Resident Visitors to Alberta from May 15 through October 31, 1982; and the Alberta Winter Visitor Study, 1978-79 for November 15, 1978 to April 15, 1979. This section presents a profile of the visitors to Zone 6 and identifies the major tourism markets. Several other research reports were used including: A Profile of the Alberta Visitor: A Study of their Attitudes and Motivations, prepared for Travel Alberta by Plog Research, Inc. in March 1983 and Travel Trends in the United States and Canada, 1984 Edition, prepared by the Travel and Tourism Research Association.

4.1 Volume and Seasonality of Visitation

During 1982, it is estimated that 927,000 non-residents visited Lakeland (same day and overnight visitors). Of this figure, an estimated 807,000 visited during the period of May 15th to October 31 and 120,000 during the winter months.

An estimated 1,113,000 resident Albertans visited Lakeland during 1982. This total was comprised of approximately 867,000 persons staying one or more nights in Zone 6 and another 246,000 same day visitors. This does not include residents travelling within the Zone. Due to the large area of the Zone, this number is likely to be quite significant but statistics are not available even as a basis for an estimate.

Together, the estimated travel volume of resident and non-resident visitors in Lakeland during 1982 totalled 2,040,000.[1] The estimated 807,000 non-residents travelling in Zone 6 between May 15 and October 31 of 1982 represent about 21% of the 3.9 million total non-resident visitors to Alberta during that time. The 1982 Alberta Travel Survey data reveals that less than one third of the non-resident vistors had Zone 6 as their main Alberta destination.

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[1] Calculation of total visitation was derived from the 1982 Canadian Travel Survey, 1982 Alberta Travel Survey, and 1978-79 Winter Cordon Study with various adjustments to account for periods not surveyed, underestimates, and standardizations of data units.

4.2 Demographic Profile

4.2.1 Non-Resident Visitors

According to the 1982 Alberta Travel Survey, the average non-resident visitor household party size was 2.08 people. By comparison, the average household party size for all non-resident visitors to Alberta was only 1.86. Approximately 35.7% of the visitor parties to Lakeland had children under the age of 18 and 15.2% had children under six years of age.

About 48.6% of the chief wage earners were under age 45. Over 40% of the chief wage earners were graduates of or had completed some high school, while better than 22% were graduates of or had completed some university. Occupations of chief wage earners in these visitor parties ranged considerably, with a predominance of retired (19%), professionals (14.9%), labourers (12%), managers (8.3%) and persons in clerical positions (8.2%).

Household income levels were evenly distributed, with approximately 40% under $25,000 per annum, 29% between $25,000 - $40,000 and 24% earning over $40,000 annually.

The life stage categories most prevalent amongst the majority of non-resident visitor parties to Zone 6 included young couples without children and young to middle age families with adults under age 45 and children up to age 17 (43% combined); and older and retired couples over age 45 with no children (30.6% combined). In terms of socio-economic stratification, the majority of visitor parties would generally be classified somewhere in the middle of the range, with incomes in the $25,000 to $40,000 range, relatively well educated and a broad range of occupations.

Based on the demographic profile of non-resident visitors to Lakeland, most visitor groups are families with moderate incomes.

4.2.2 Alberta Resident Visitors

The majority of Albertans travelling to Zone 6, including both same day and overnight visitors, were under age 54, with only 10% being 55 or older. The under 20 age group comprised about one-third of the total (34.8%), the 20-34 age group accounted for almost another one-third (32.0%) and the 35-54 age group totalled 23.2%.

About two-thirds of the Alberta resident visitors (65.9%) were from the Edmonton metropolitan area, approximately one-quarter (26.4%) originated from non-metropolitan areas in Alberta, and a small percentage (7.8%) were from Calgary.

Occupations ranged widely, with the largest number of visitors in the clerical-sales category (17.2%), followed by those in managerial-professional positions (13.4%), service industry (10.8%) and secondary industries (8.6%). Analysis of household incomes indicated a fairly normal distribution.

4.3 Origin and Length of Stay

4.3.1 Non-Resident Visitors

During the period May 15 to October 31, 1982, Zone 6 received 80% of its total non-resident visitors from the rest of Canada. Saskatchewan visitors were the most prevalent (33.5%), followed by B.C. residents (22.3%), Manitobans (13.0%) and Ontario visitors (9.0%). Another 16.6% of the non-resident visitors came from the United States and 3.5% were of international origin.

Table 4-1 lists visitor origins with comparative data for the Province of Alberta and Lakeland.

The largest American markets were from Alaska followed by the East-Central states (Wisconsin, Illinois, Indiana, Ohio, Kentucky, Tennessee, Mississippi, Alabama, Michigan); the West-North-Central states (North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri); and California.

International visitor parties were primarily from European countries including the United Kingdom, West Germany, Netherlands, Scandinavia and Switzerland.

Non-resident visitors spent an average of 4.9 nights in the Lakeland Tourist Zone.

TABLE 4-1

VISITOR ORIGIN
PERCENTAGE OF TOTAL NON-RESIDENT VISITOR HOUSEHOLDS

	ALBERTA %	ZONE 6 %
Total Canada	71.5	79.8
British Columbia	31.4	22.3
Saskatchewan	17.6	33.5
Manitoba	7.7	13.0
Ontario	9.7	9.4
Quebec	1.6	0.1
Atlantic Provinces	1.5	0.6
Yukon	0.3	-
Northwest Territories	1.6	0.9
Total United States	22.5	16.6
Pacific North-West	2.7	0.9
California	3.9	1.9
North-West	3.4	0.1
South-West	2.1	1.6
West-North-Central	2.2	2.6
West-South-Central	1.8	0.7
East-Central	2.2	3.1
North-Eastern Seaboard	2.0	1.4
South-Eastern Seaboard	1.5	0.9
Alaska	0.7	3.6
Total International	5.9	3.5

Source: 1982 Alberta Travel Survey

4.3.2 Alberta Resident Visitors

Canadian Travel Survey results (Table 4-2) for Census Divisions that approximate Tourist Zone 6 (Census Divisions 10 and 12) show that 65.9% of Alberta residents were from Edmonton, 7.8% from Calgary and 26.3% from areas in Alberta other than Edmonton or Calgary.

TABLE 4-2

ALBERTA RESIDENT VISITORS
TOTAL NUMBER OF NIGHTS AWAY

	TOTAL NUMBER OF NIGHTS									
ORIGIN	None (Day Trips)	1	2	3	4	5-9	10-16	17-30	TOTAL	%
	Number of Individuals Surveyed									
NON METRO AREA	84	46	89	19	9	9	7	4	267	26.3
EDMONTON	110	105	353	53	21	21	2	4	669	65.9
CALGARY	2	16	14	26	5	10	3	3	79	7.8
TOTAL	196	167	456	98	35	40	12	11	1,015	100.0
%	19.3	16.5	45.0	9.7	3.5	4.0	1.0	1.0	100.0	---

Source: 1982 Canadian Travel Survey

The majority of overnight visitors (45.0%) stay for two nights. Almost one-fifth (19.3%) are day visitors, 16.5% stay for one night and 9.7% stay for three nights. The survey results also show (Table 4-3) visitation by Alberta residents which occurred on weekends. People who visited the Zone on weekend trips outnumbered non-weekend trip visitors by nearly 2.2 to 1.

TABLE 4-3

ALBERTA RESIDENT VISITORS
WEEKEND TRIP

ORIGIN	NOT STATED	YES	NO	TOTAL	%
	Number of Individuals Surveyed				
NON METRO AREA	1	170	96	267	26.3
EDMONTON	4	497	168	669	65.9
CALGARY	-	25	54	79	7.8
TOTAL	5	692	318	1,015	100.0
%	0.5	68.2	31.3	100.0	

Source: 1982 Canadian Travel Survey

4.4 Primary Destination Within Alberta

4.4.1 Non-Resident Visitors

Zone 6 ranked fifth of all fourteen tourist zones as a primary destination within Alberta. Approximately 101,700 (6.2%) considered Lakeland their primary destination. Calgary and District (27.4%), Banff (11.3%) and Chinook County (10.7%) were the most popular zones. Table 4-4 indicates the proportional visitation from the other Canadian provinces, the United States and International visitors with Zone 6 as their main Alberta destination. Saskatchewan is the most significant market, being almost four times the British Columbia market.

For non-resident visitors with Lakeland as their primary destination in Alberta, 74% left Zone 6 by private vehicle, 22% by plane and 4% by bus.

TABLE 4-4

PERCENTAGE OF TOTAL NON-RESIDENT VISITOR HOUSEHOLDS WITH ZONE 6 AS PRIMARY DESTINATION

Residence	Zone 6 Primary Destination %
Canada Total	89.8
British Columbia	13.3
Saskatchewan	58.6
Manitoba	3.5
Ontario	4.6
Quebec	0.6
Atlantic Provinces	8.0
Yukon	0.1
North West Territories	1.1
United States Total	6.9
Pacific Northwest	0.7
California	0.7
North-West	0.3
South-West	2.9
West-North-Central	0.5
West-South-Central	0.7
East-Central	0.4
North-Eastern Seaboard	0.2
South-Eastern Seaboard	0.3
Alaska	0.2
International Total	3.4
United Kingdom	2.6
Netherlands	0.7
Switzerland	0.1

Source: 1982 Alberta Travel Survey

4.4.2 Alberta Resident Visitors

There is no data available which indicates the proportion of Albertans that travelled to the Lakeland Tourist Zone as their primary destination.

4.5 Trip Purpose and Activity Participation

4.5.1 Non-Resident Visitors

Table 4-5 indicates the primary trip purposes for non-resident visitors to Lakeland according to whether they just visited the Zone or stayed overnight.

Vacationing and personal or family affairs such as visiting friends and relatives appear to be the primary trip purposes for non-residents travelling to Lakeland.

TABLE 4-5

PRIMARY PURPOSE OF TRIP (NON-RESIDENTS)

Primary Trip Purpose	All Visits to Zone %	Overnight in Zone %
Commuting to work	3.6	6.6
Attending special meeting	1.7	2.7
Other business	8.4	11.9
Personal business	11.8	3.3
Personal or family business	50.0	49.1
Vacation	56.0	52.5

Source: 1982 Alberta Travel Survey

4.5.2 Alberta Resident Visitors

Table 4-6 indicates the purpose of trips taken by all Alberta resident visitors to Census Divisions 10 and 12 during 1982.

Visiting friends and relatives and taking pleasure trips were the predominant trip purpose for Alberta visitors in Lakeland.

TABLE 4-6

MAIN REASON FOR TRIP (ALBERTA RESIDENT VISITORS)

ORIGIN	MAIN REASON FOR TRIP BUSINESS	VISIT FRIENDS AND RELATIVES	PLEASURE	PERSONAL	TOTAL
	Number of Individuals Surveyed				
NON METRO AREA	46	101	92	29	268
EDMONTON	68	356	230	16	669
CALGARY	40	23	13	2	78
TOTAL	154	479	335	47	1015
%	15.2%	47.2%	33.0%	4.6%	100.0%

Source: 1982 Canadian Travel Survey

4.6 Transportation Mode

4.6.1 Non-Resident Visitors

The transportation modes for non-resident household parties during the summer period of 1982, as indicated in Table 4-7, illustrate very high use of private vehicles.

TABLE 4-7

SUMMER TRANSPORTATION (MODE OF EXIT)
NON-RESIDENT VISITOR HOUSEHOLDS

	%
Car	48.7
Station Wagon	2.1
Truck	7.9
Truck Camper	6.6
Van	8.9
Motorhome	4.2
Tent Trailer	1.1
Travel Trailer	4.5
Motorcycle	0.4
Regular Airline	10.0
Chartered Airline	1.0
Bus	4.1
Train	0.2
Motorcoach Tour	0.1

Source: 1982 Alberta Travel Survey

4.6.2 Alberta Resident Visitors

The transportation modes for Albertans visiting Lakeland also indicate very high use of private vehicles (e.g. 90.2% auto use), as indicated in Table 4-8.

TABLE 4-8

MODE OF TRANSPORTATION (ALBERTA RESIDENTS)

	MAIN MODE OF TRANSPORTATION				
ORIGIN	AUTO	BUS	AIR	OTHER	TOTAL
	Number of Individuals Surveyed				
NON METRO AREA	253	11	2	2	268
EDMONTON	589	57	22	1	669
CALGARY	73	-	5	-	78
TOTAL	915	68	29	3	1015
%	90.2%	6.7%	2.8%	0.3%	100.0%

Source: 1982 Canadian Travel Survey

4.7 Main Type of Accommodation

4.7.1 Non-Resident Visitors

Table 4-9 shows the type of accommodation used by non-residents while travelling in the Zone. Staying with friends and relatives, and staying in hotels/motels are quite comparable, 36% and 35% respectively.

TABLE 4-9

TYPE OF ACCOMMODATION (NON-RESIDENTS)

	%
Friends/relatives	36
Hotels/motels	35
Campgrounds	17
Other	14
None	1
	103%

Source: 1982 Alberta Travel Survey

4.7.2 Alberta Resident Visitors

The accommodation used by Alberta resident visitors to Census Divisions 10 and 12 was examined (Table 4-10).

Staying with friends and relatives is by far the most popular (55.1%) form of accommodation for Alberta residents visiting in Lakeland. Camping by trailer is the next most popular, at 15.3%, but this form represents only a fraction of the number staying with friends and relatives.

TABLE 4-10

MAIN TYPE OF ACCOMMODATION (ALBERTA RESIDENTS)

ORIGIN	MAIN TYPE OF ACCOMMODATION								
	HOTEL	MOTEL	CAMPING/ TRAILER	FRIENDS/ RELATIVES	PRIVATE COTTAGE	COMMERCIAL COTTAGE	OTHER	RESI- DUE	TOTAL
	Number of Individuals Surveyed								
NON METRO AREA	1	51	114	352	25	-	2	23	568
EDMONTON	70	133	219	744	125	10	4	4	1,309
CALGARY	75	17	1	108	97	-	11	-	309
TOTAL	146	201	334	1,204	247	10	17	27	2,186
%	6.7%	9.2%	15.3%	55.1%	11.3%	0.5%	0.8%	1.2%	100.0%

Source: 1982 Canadian Travel Survey

4.8 Visitor Expenditures

4.8.1 Non-Resident Visitors

Non-resident visitors to Zone 6 during the summer period of 1982 spent an average of $285 per household party while in Alberta, although not necessarily in Lakeland. This average was only slightly less than the Alberta average of $295 per household. The total expenditures by non-resident visitors to Lakeland in 1982 is estimated to have been $44 million.

4.8.2 Alberta Resident Visitors

Using an average expenditure of $29 per person per day for a visitation of 1.8 days, the total estimated expenditures by Alberta resident visitors to Lakeland in 1982 was $58 million.

4.8.3 Combined Expenditures and Employment Impact

Assuming that 50 person years of employment are created for every million dollars spent by visitors, it is estimated that the $102 million expended by visitors in 1982 created 5100 person years of employment. Using 1981 census figures for the labour force, tourist expenditures would have accounted for nearly 7% of the labour force's employment. Approximately 55 % of the population of the Zone in 1982 (139,464) was in the labour force.

4.9 Tourism Markets and Opportunities

The Lakeland Zone has many resources and opportunities which could be developed to enhance the growth of tourism. In this section, the market opportunities and constraints are discussed first in a general manner, referring to the Zone as a whole, then followed by a more detailed examination of each of the five sub-zones within Zone 6. This assessment of markets and opportunities is based on research and discussions/workshops with business, community and government representatives in the Zone. Information from tourism business operators was most helpful to identify and assess the tourism markets for Zone 6.

4.9.1 General Markets

Based on the visitor characteristics presented above and other information derived through open houses, industry workshops and discussions with attraction operators, the major markets for the Lakeland Zone, in descending order of magnitude, are:

1) Edmonton
2) Northern Alberta
3) Calgary
4) Rest of Alberta

5) Non-Albertans travelling east and west between Edmonton and Saskatchewan
6) Saskatchewan and British Columbia
7) International, including the U.S. and Europe

A description of these markets is provided in Section 2.4.

With the Zone's natural resources offering attractive recreation opportunities and a large number of Lakeland residents with origins outside of Alberta, there is a very significant visiting friends and relatives (VFR) market. According to statistics in the 1982 Alberta Travel Survey of non-resident visitors to the Lakeland Zone, the VFR market and vacation market comprise the largest number of visitors to the Zone.

Natural Resources

The Zone's name has been derived from its numerous lakes. Many lakes have been developed for recreation use and some of them have been over-fished. The main tourist resource is in need of attention and enhancement for it to continue to attract tourists to the Zone.

Destination lakes such as Moose Lake and Muriel Lake, have been popular because they are very accessible by the market and have quality facilities and amenities for visitors. There has been some discussion about opening up more lakes for tourists to utilize, however, the concern is that even more lakes might be overused. It would appear there is a genuine need to implement better management of the lakes presently used for recreation in order to sustain the very qualities which make them popular.

Another important natural resource is the North Saskatchewan River which flows through the Zone. Other than a few developments such as Victoria Settlement and some scenic bridge crossings, there is really nothing that interprets and utilizes this resource.

The major natural resource available in this Zone is the vast expanse of wilderness, presenting opportunities for remote touring, hunting, and fishing. There are six fly-in fishing lodges currently in operation in the Zone, providing a broad range of facilities and amenities to guests. Most offer good quality accommodation and service and have a good proportion of repeat clientele and/or referrals from satisfied customers. The major constraint for such wilderness opportunities relates to the cost factor to transport guests to these remote locations.

Industrial Tours and Man-Made Attractions

The development of the processes and equipment related to heavy oil extraction and oil sands processing is a unique technological phenomena in the world. From a tourism perspective, it is fascinating and offers the opportunity to interpret and educate visitors about the oil and gas industry. The constraints, at this time, include concern about the safety of tourists embarking on on-site tours of the operations and the fact that the oil companies are not in the tourism business. They have indicated their willingness to discuss the potential of having more tours on their sites, however it will require working agreements with tour operators in order to progress further with this idea.

The other unique man-made opportunity for this Zone is the Canadian Forces Base Cold Lake, the terminus for testing the cruise missile and home of Canada's new F-18 fighter jets.

Transportation

The service and convenience of travel by air to the Lakeland Zone is generally considered to be good. The major centres of Fort McMurray, Lloydminster, Bonnyville and Cold Lake/Grand Centre and the remote community of Fort Chipewyan are served by scheduled carriers. Access to other locations, particularly north of Fort McMurray, is primarily by charter/private aircraft.

The road system in Lakeland is generally quite good in the southern portion of the Zone, with the exception of the north and south roads between Cold Lake and Lac La Biche and portions of Highway 55. These roads are in poor condition and a major deterrent to the rubber tire tourist market in that area.

Highway 63 north to Fort McMurray is in good condition but could use some improvements such as pull-off spots, passing lanes and shoulders. Many people would like to see it expanded into a four-lane road but from a tourism standpoint, promoting Fort McMurray to the rubber-tire market has definite limitations due primarily to distance from major markets. The main tourism market source for Fort McMurray is fly-in, rather than rubber-tire, traffic.

The road linkages throughout the Zone, particularly in the southern area, present a major market opportunity to delay visitors travelling through the Zone and entice them to stay longer at the attractions.

Attitude and Understanding of Tourism Industry

There is a need to create a better awareness and understanding amongst the Lakeland residents as to what tourism is, how it functions and what they can do to encourage and develop it in their Zone. There appears to be a lack of awareness of what things there are to see and do and a tendency to send visitors to Edmonton if they want to see something. As part of the increasing awareness and understanding of tourism, residents need to be informed of the many resources and opportunities within the Lakeland Tourist Zone which are interesting and attractive to visitors. Local events, activities and attractions, with some improvement, could be suggested to visitors as things to see and do. Unfortunately, most of the local residents are simply not aware of the opportunities or do not consider them of sufficient interest to recommend to guests.

Many of the people directly involved in the tourism industry have developed somewhat parochial attitudes and appear to be solely concerned with generating revenue for themselves. The attitude toward business travellers is that they are not tourists because they have to come to the area anyway and are visting to do business only. There is both a need and an excellent opportunity to sell the Zone's tourism resources to business visitors. Increasing the level of service and hospitality, particularly amongst front-line operators in the tourism industry, is very important to developing tourism.

Product Development

There is a general tendency to develop the same product in every area, that is museums and local festivals which tend to be quite similar. More emphasis should be placed on developing a theme and programming all the experiences around the theme. Many of the indigenous components of the local history and culture can be utilized in this manner, such as being served authentic Ukrainian food by someone in traditional Ukrainian costume. This type of product or service improvement requires little or no capital for implementation. Providing authentic products and tying things together by way of theming can provide that extra measure of attraction which can go a long way in the tourism industry. Selling fun and interesting experiences instead of simply seeing an attraction or eating traditional cuisine are key to sprucing up an operation, creating individuality and unique products or services within each business, community and tourist zone.

Pricing

The main item which causes prohibitive costs for vacation travel to the north is the travel expense. There is a need for the organized tourism industry to work with the component players such as the airlines to overcome this problem.

Apart from the transportation costs (ie. airfare) for the vacation market, prices are generally quite reasonable in comparison to other destinations in western Canada. Accommodation and food services are reasonable and competitively priced.

Packaging

There is a need to develop more sophisticated packages and provide complete services to visitors. It is important to try and expand the variety of attractions, events and services and tie them together by having regional rather than single community events. Touring should also be promoted between several communities and attractions rather than single community or attraction visits. More effort also needs to be directed at packaging events, activities and attractions that will bring more visitors to the Zone during the week. There is a need to package the Zone's history by making it more meaningful, interesting and accessible. It is the combination of a whole series of planned things to see and experience and places to stop and eat which will attract more visitors to Lakeland, perhaps stay longer and spend more money in the Zone.

Promotions

The tourism opportunities in Lakeland have to be sold through a distribution network. Contacts must be made with tour operators and organizations promoting travel in other places to package and sell Lakeland. It is very difficult to try to both package and sell tours from within the Zone itself and also to expect to be able to market Lakeland in key markets independently.

It is also important not to try and sell every attraction in every town. It is better to identify and promote the most unique and significant attractions, events and activities , then once the visitor has arrived in the Zone, he can be made aware of the other things to see and experience.

4.9.2 Markets by Sub-Zones

Table 4-11 summarizes the markets and main tourist attractions for each sub-zone.

TABLE 4-11

TOURIST MARKETS AND MAIN ATTRACTIONS BY SUB-ZONE

	Markets	Main Tourist Attractions
Sub-Zone 1: East-West Corridor	1. Pass through traffic primarily to and from Edmonton and Saskatchewan. 2. Residents in areas north and south of the corridor. 3. Saskatchewan and British Columbia.	Pysanka in Vegreville Elk Island National Park Ukrainian Cultural Heritage Village Weaver Park in Lloydminster Bud Miller All Seasons Park in Lloydminster
Sub-Zone 2: Southwest	1. Edmonton. 2. Rest of Alberta. 3. Saskatchewan and United States.	North Saskatchewan River Lac La Biche Lakes Fish and Wildlife Provincial Parks History
Sub-Zone 3: Southeast	1. Edmonton. 2. Major Centres in Alberta and Saskatchewan. 3. Rest of Canada, United States and International.	Lakes Fish and Wildlife Land and Water-based Recreation Provincial Parks C.F.B. Cold Lake Heavy Oil Development History
Sub-Zone 4: North	1. Alberta (especially Calgary and Edmonton). 2. United States. 3. International.	Lakes Wilderness Wood Buffalo National Park Peace-Athabasca Delta Fish and Wildlife
Sub-Zone 5: Fort McMurray	1. Edmonton. 2. Alberta. 3. Rest of Canada, United States and International.	Oil Sands Development Major Service Centre and Gateway to the Wilderness Athabasca River

5

Plans and Policies Framework

SECTION FIVE

PLANS AND POLICIES FRAMEWORK

Plans and policies adopted by the various government jurisdictions create a framework for tourism development in the Lakeland Tourist Zone. Numerous plans and policies dating back to 1980 which apply to the study area were reviewed. Only those plans and policies that address tourism are summarized in this section to form a plans and policies framework for tourism development.[1] More site or specific area plans such as lakeshore management, area structure and subdivision plans were not reviewed. The selected plans and policies were grouped for presentation as follows:

1. General Municipal Plans, Strategies and Frameworks
2. Local Economic Development Plans
3. Lake Planning Frameworks
4. Lakeland Sub-Regional Integrated Resource Plan
5. National Park Management Plans

Although plans for Indian Reserves and Metis Settlements are not discussed in this section, specific development plans for these areas are dealt with in Sections 3.1.9 and 3.1.10. In addition, Provincial Park plans are not covered in this section. They are discussed in section 3.1.7.2.

The communities and areas covered by the plans and policies reviewed in this section are shown on Map 16.

5.1 General Municipal Plans, Strategies and Frameworks

The most current General Municipal Plans were reviewed for the following municipalities:

Bonnyville
Bruderheim
Chipman
Cold Lake
Fort MacKay
Fort McMurray
Grand Centre
Lac La Biche
Lloydminster
Mannville
Mundare
Plamondon
Redwater
St. Paul
Smoky Lake
Two Hills
Vegreville
Vermilion
County of Lamont (#30)
County of Minburn (#27)
County of St. Paul (#19)
County of Smoky Lake(#13)
County of Vermilion River (#24)

The Land Use Strategy developed by Improvement District #18 South was also reviewed.

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[1] The report bibliography contains a listing of plans, policies, study reports and other documents reviewed.

An examination of the General Municipal Plans from the various communities in the Lakeland Tourist Zone reveals a major concern with establishing a more diversified economic base. This is the result of many of the areas being dependent on a single industry (i.e. resource extraction). While several communities see the potential of tourism to help provide this diversification, the majority of the communities in this Zone do not specifically identify tourism development as a goal for their community. However they are concerned about many issues which are directly related to tourism. The goals identified by many of the communities include:

1. identifying, preserving and promoting historical structures;
2. promoting the development of such facilities as museums, theatres, etc.;
3. improving and developing new highways;and
4. reserving land for major recreation facilities.

Of all the General Municipal Plans studied, only two address the issue of tourism development. These plans are for the Town of Cold Lake and the County of Lamont.

5.1.1 Cold Lake General Municipal Plan (1983)

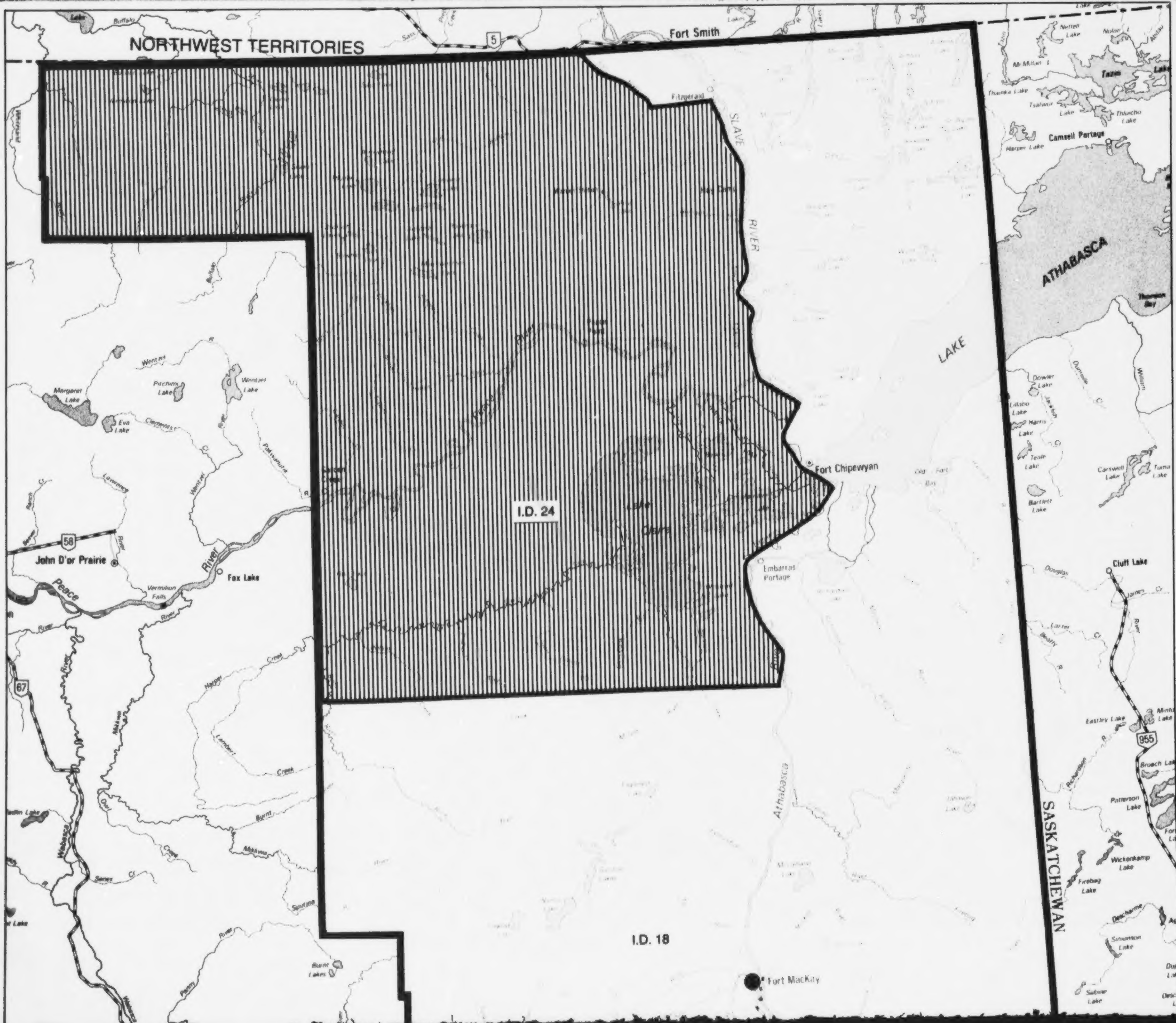
As a result of the ESSO-Cold Lake project not proceeding at the scale originally planned, the Cold Lake Planning Committee responsible for preparing the General Municipal Plan identified the need to develop a more diverse economic base. One of the goals of the Plan states:

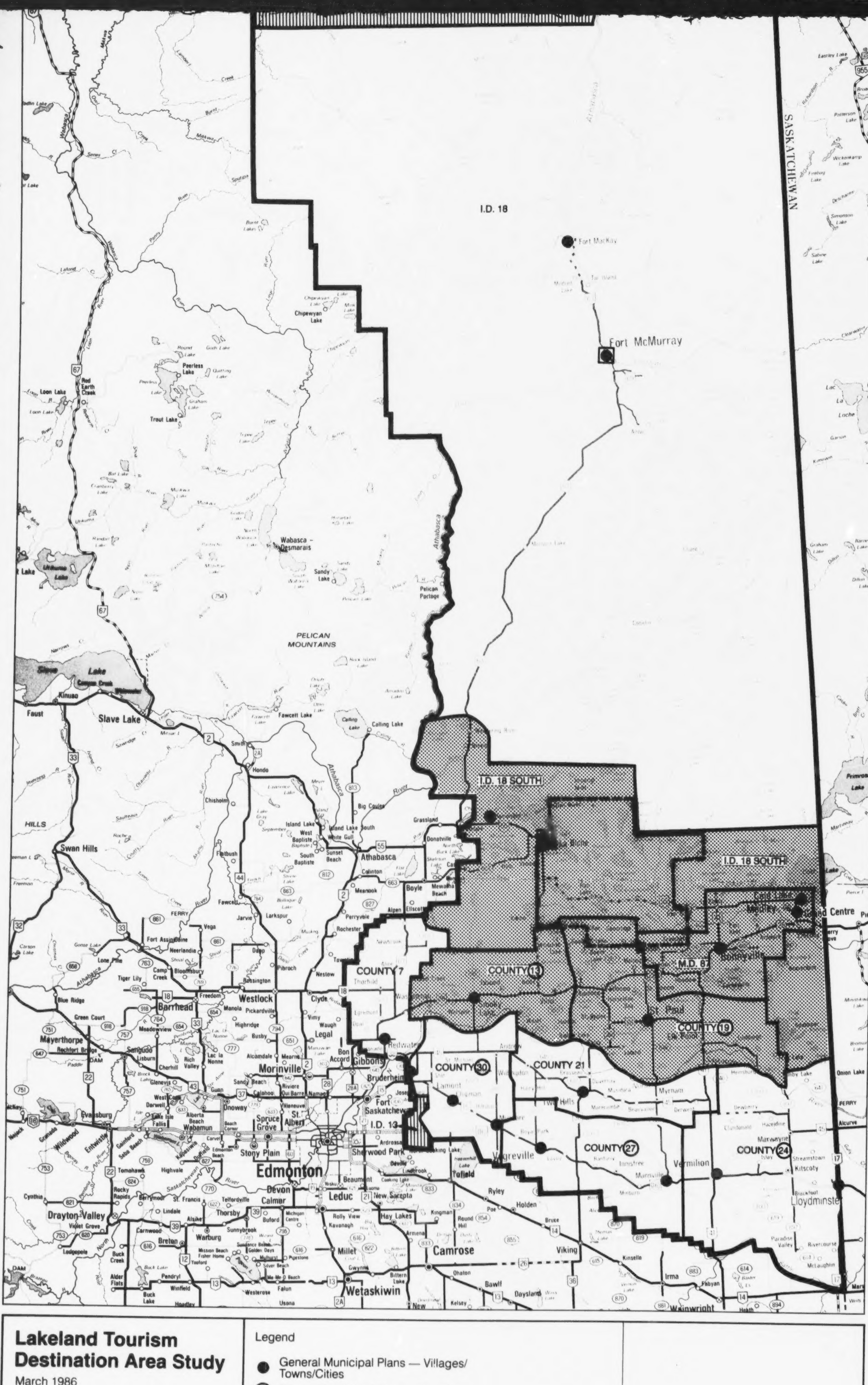
> ...with the delay in large scale oil projects, a greater emphasis must be given to promoting tourism opportunities in the community. Projects and activities which enhance these opportunities should be encouraged.

The Plan goes on:

> To recognize the certainty of a recreation and tourism based economy by ensuring future planning and developments enhancing this theme. Further, to recognize the uncertainty of an oil boom economy by monitoring and anticipating such an event but ensuring that planning and developments for such an event do not detract from recreation and tourism.

While the Plan's objectives address tourism specifically, principles by which tourism will be developed in Cold Lake are not covered. However, the town has undertaken a lakefront improvement program and is aggressively pursuing the development of a marina and other lakefront facilities.


NORTHWEST TERRITORIES
SASKATCHEWAN
Fort Smith
5
Fitzgerald
SLAVE
RIVER
ATHABASCA
LAKE
Thomson Bay
Camsell Portage
Harper Lake
Tazin Lake
Thluicho Lake
Tsalwor Lake
Thainka Lake
McMillan L.
Nettell Lake
Nolan L.
Fort Chipewyan
Old Fort Bay
Embarras Portage
I.D. 24
I.D. 18
Lake Claire
Peace River
Fox Lake
Vermilion Falls
John D'or Prairie
58
67
Margaret Lake
Eva Lake
Pitchimi Lake
Wentzel Lake
Wentzel R.
Pakwanutik R.
Lawrence
Caribou
Buffalo
Whitesand
Athabasca
Fort MacKay
Cluff Lake
James Cr.
Douglas
Larter
Beatty R.
Carswell Lake
Tuma Lake
Dowler Lake
Lillabo Lake
Harris Lake
Teale Lake
Bartlett Lake
Dunvale
William
Eastley Lake
Minto Lake
955
Richardson
Broach Lake
Patterson Lake
Wickenkamp Lake
Firebag Lake
Descharme
Simonson Lake
Sabine Lake
Burnt Lakes
Peace
Harper
Lambert
Creek
Burnt
Mikkwa
Owl
Wabasca
Seneca Cr.
Spruce
Peerless Lake


SASKATCHEWAN
I.D. 18
Fort MacKay
Fort McMurray
Athabasca
Pelican Portage
Wabasca - Desmarais
Sandy Lake
PELICAN MOUNTAINS
Slave Lake
Calling Lake
I.D. 18 SOUTH
I.D. 18 SOUTH
Cold Lake
Grand Centre
M.D. 87
Bonnyville
St. Paul
COUNTY 19
COUNTY 13
COUNTY 7
COUNTY 30
COUNTY 21
COUNTY 27
COUNTY 24
I.D. 13
Lloydminster
Vermilion
Vegreville
Athabasca
Boyle
Westlock
Barrhead
Morinville
Edmonton
Fort Saskatchewan
Sherwood Park
Stony Plain
Spruce Grove
St. Albert
Leduc
Camrose
Wetaskiwin
Drayton Valley
Swan Hills
Mayerthorpe
Wainwright
Viking
Tofield
Redwater
Gibbons
Bruderheim
Lamont
Two Hills
Smoky Lake
Elk Point
Mannville
Evansburg
Wabamun
Devon
Calmar
Thorsby
Millet
Bawlf
Daysland
Irma
Kitscoty
Faust
Kinuso
Hondo
Smith

Lakeland Tourism Destination Area Study

March 1986

Roman Consulting Services Ltd.

in association with
Pannell Kerr Forster
Great Plains Research Consultants
I.D. Systems Ltd.

Base map supplied by the Alberta Bureau of Surveying and Mapping

Graphics by Evita McConnell Graphics

Legend

- ● General Municipal Plans — Villages/ Towns/Cities
- ○ General Municipal Plans - Counties
- ☐ Local Economic Development Plans
- ▥ National Park Management Plans
- ▨ Lake Planning Framework
- — — Lakeland Sub-Regional Integrated Resource Plan

Plan and Policy Areas

Scale 0 5 15 30 50 km

N

Map No. 16

5.1.2 County of Lamont #30 General Municipal Plan (1984)

The County of Lamont developed their General Municipal Plan in response to increased development pressure from various types of activities (i.e. industry, country residential and commercial). As a result, major goals in the Plan include:

1. to conserve higher capability agricultural land within the county;
2. to encourage the expansion and diversification of the county's economic base through well planned growth, change and development;
3. to maintain and enhance the rural character and quality of life in the county.

Although the Plan's objectives do not address tourism directly, it is dealt with to a limited extent by outlining historical resource policies. While the major tourism emphasis of the Plan is on the preservation of historical resources in the county, it is also their goal:

> To encourage the utilization of historical resources to promote tourism in the county.

5.2 Local Economic Development Plans

Two plans exemplify local commitment to tourism development; The "City of Fort McMurray Economic Development Plan" and "Tourism: Lac La Biche Country".

5.2.1 City of Fort McMurray Economic Development Plan

The Plan was prepared by the City's Economic Development Board in collaboration with City Council.

The purpose of the Plan is:

> ...to encourage and facilitate continuing business investment, income creation and employment growth in Fort McMurray and region. Through imaginative and practical policies and a program of development strategies, the Plan is designed to create the most conducive environment for the success of present and future businesses in our community (Fort McMurray).

The Plan addresses five areas as follows:

1. Commercial and Industrial Sectors
2. Tourism
3. Marketing
4. Community
5. Regional Role

The general objective for tourism reads:

> To encourage the full development of the City's tourism sector, which has vast potential.

In discussing the general tourism situation in Fort McMurray, the Plan highlights recreation facilities, convention accommodations, the surrounding unspoiled wilderness, tourist attractions, events, transportation facilities and world class fly-in fishing and hunting facilities.

The Plan outlines six tourism strategies with plans of action to achieve them. The six strategies are described as follows:

1. The development of additional roadways linking Fort McMurray with other communities is of primary importance.
2. Suncor and Syncrude operations are major tourist attractions. The Fort McMurray Economic Development Board encourages them to maintain an open door policy for visitors.
3. The Board will encourage the attraction of more conventions and cultural and ethnic groups to the community.
4. The Board will support the fly-in and wilderness adventure industry.
5. The Board will encourage and support efforts to make Fort McMurray a major tourist, recreation and cultural destination.
6. The Board will encourage the promotion of tourist, recreational and cultural facilities and activities.

Means of implementing these strategies range from lobbying governments to enlisting the financial support of the business community.

In setting targets for tourism development, the Plan states:

> Visitor sales and receipts will increase at a minimum of 1% annually to keep up with the general provincial rate of growth in the important tourist and recreation sector.

5.2.2 Tourism: Lac La Biche Country

This study on the tourism industry in the Lac La Biche Region was completed by the Regional Economic Development Council's Blueprint for the Future Committee, in September 1985.

The stated purpose of the report is:

> ...to study the direction and impact of the tourism industry in the Lac La Biche area.

The study area encompasses the area within a forty mile radius of the Town of Lac La Biche.

The Blueprint for the Future Steering Committee identified tourism as the number one priority for generating economic growth and development in the Lac La Biche area. The specific objectives of the report were:

1. To statistically describe the present status of tourism in the study area.
2. To address common local tourism issues.
3. To facilitate planning, development and promotion of tourism in the study area.
4. To summarize and analyze information collected on tourism and recreation in the study area.
5. To make recommendations for the planning, development and promotion of tourism in the study area.

The impact of tourism was measured mainly by camping activity. It was estimated that a total of 157,900 camper nights were spent in the area in 1984, resulting in an expenditure of $4.3 million.

The study committee identified six issue topics to be addressed in the report. They were:

1. Environment
2. Infrastructure
3. Lakeland Integrated Resource Management Plan
4. Historical/Cultural Resources
5. Images, Attitudes and Awareness
6. Central Theme.

The report recognizes the "environment" as the most important asset for tourism. The need to conserve the forests, lakes and wildlife is identified as paramount for tourism development; "without these resources, there would be no tourism." Several recommendations deal with environment enhancement and better management. Specific recommendations deal with the improvement and development of Field Lake, Beaver Lake, Touchwood Lake, Lac La Biche, Caslan/North Buck Lake Sandhills, Sir Winston Churchill Provincial Park and Plamondon Creek.

Potential business opportunities are identified in the areas of accommodation, boats, sailing and marinas, camping, conventions, consulting, assistance programs, entertainment, food services, funding, historical and cultural resources, hunting and fishing, merchandising, community events, recreation and sports, specialized services, transportation, vacation tour packages and ideas for local residents and farmers.

For implementation, the report highlights the need for a coordinating party and the need for action on the report's recommendations by governments, organizations and businesses, individually and collectively.

The final statement in the report seems to be the best way to sum up "implementation":

> We must get off our collective rear
> ends and do it!

5.3 Lake Planning Frameworks

Lake Planning Frameworks, prepared by the Department of Municipal Affairs, were reviewed for the following municipalities:

County of Smoky Lake #13
County of St. Paul #19
Improvement District #18 South
Municipal District of Bonnyville #87

The primary focus of the Lake Planning Frameworks is to provide data and information to municipal and provincial agencies for use in determining the appropriate use and management of the lakes and surrounding areas. More specifically, the frameworks address one aspect of lakes: their recreation potential based on resource capacity and existing use.

All the lakes in the region over 32 ha in size have been assigned one of three possible designations: recreation, conservation or preservation. The designations indicate the type of use or uses for which the lakes appear to be most suited. The designation definitions are as follows:

> Recreation Lake: a lake which is presently used, or has the potential to be used, for intensive recreational activities such as camping,swimming or country residences (e.g. cottages).
>
> Conservation Lake: a lake which has limited recreation potential and little wildlife significance. Some limited low intensity recreation activities such as hiking trails or backshore country residences may be possible in some instances.
>
> Preservation Lake: a lake which, because of its high value as an existing or potential wildlife production area, should be protected and remain undeveloped. The only types of recreational activities which should occur are sport fishing, hunting or wildlife observation.

Analysis of the designations in the Lake Planning Frameworks reveals that 21.5 percent of the lakes in this Zone are designated as recreational--capable of sustaining intensive recreational activities. As well, 42.1 percent of the lakes are designated as conservation--capable of sustaining limited recreational use. The remaining 36.4 percent of the lakes are recommended for protection with no development, although well managed sport fishing, hunting or ildlife observation could be allowed. The following paragraphs highlight major lakes designated for recreation and conservation in each municipality. Table 5-1 summarizes the lake designations for all four municipalities. The lake designations in the Lake Planning Framework are a valuable tool for identifying potential lakes for recreation and tourism development. These frameworks would be used in conjunction with other statutory and resource management plans.

5.3.1 County of Smoky Lake #13

The major recreation lakes in County No.13 are Garner Lake, Goodfish Lake and Cache Lake. The major conservation lakes are Hamilton Lake and Wayetenau Lake.

5.3.2 County of St. Paul #19

The major recreation lakes in County No.19 are the Upper and Lower Therien Lakes, Vincent Lake, Upper and Lower Mann Lakes and Laurien Lake. The major conservation lakes are Owleye Lake, Denning Lake and Batty Lake.

5.3.3 Improvement District #18 South

The major recreation lakes in I.D. No.18 South include Lac La Biche, Cold Lake and Frog Lake. The major conservation lakes include Marguerite Lake, Corrigal Lake, Lyle Lake and Huppie Lake.

5.3.4 Municipal District of Bonnyville #87

The major recreation lakes in the M.D. of Bonnyville are Moose Lake and Muriel Lake. There are no significant conservation lakes.

5.4 Lakeland Sub-Regional Integrated Resource Plan

This plan applies only to public lands within the Lakeland Planning Area and not to any private or Federal lands. It presents the Government of Alberta's resource management policy for the public lands and resources within the area.

The primary objective of the Plan is to present a management strategy for the development of a major new water based recreation area for Alberta. As the Lakeland Planning Area encompasses an area of high quality lakes and includes 70 per cent of Alberta's Class 1 recreation shoreline, there is tremendous potential for recreation opportunities ranging from intensive, highly serviced areas to more extensive, wilderness recreation areas:

TABLE 5-1

LAKE PLANNING FRAMEWORKS
LAKE DESIGNATIONS

Municipality	Designations*							
	Recreation		Conservation		Preservation		Total	
	No.	%	No.	%	No.	%	No.	%
County of Smoky Lake #13	8	10.7	18	12.2	15	11.8	41	11.7
County of St. Paul #19	24	32.0	20	13.6	22	17.3	66	18.9
Improvement District #18 South	37	49.3	104	70.7	75	59.1	216	61.9
Municipal District of Bonnyville #87	6	8.0	5	3.4	15	11.8	26	7.4
TOTAL	75 (21.5%)	100.0	147 (42.1%)	100.0	127 (36.4%)	100.0	349 (100.0)	100.0

* The term "designation" in no way implies a legal designation such as might be found in a land use bylaw or statutory plan. It simply indicates an option for the use and management of a lake, based on the information compiled for the Lake Planning Framework reports.

Source: Lake Planning Framework reports for subject municipalities, Planning Branch, Alberta Municipal Affairs, March 1984.

collectively, they would constitute a major, new recreation and tourism destination for Alberta.

The tourism and recreation objectives and implications of the Plan are:

TOURISM OBJECTIVE:

To encourage the provision of a diverse range of private and public sector tourism facilities, attractions, accommodations and services capable of meeting increasing demands for leisure and business related opportunities on a year round basis.

Implications:

-increased economic activity in the tourist and service industry in the Lakeland planning area associated with increased visits.

-opportunities for private investment in recreation and ancillary developments at major destination lakes as suggested by Lake Shoreland Management Plans.

-opportunities for cottaging to be considered at selected lakes in Lake Shoreland Management Plans.

RECREATION OBJECTIVE:

To maintain and to develop the widest possible range of recreation land uses within the area. These range from major destination areas, to areas set aside for wilderness recreation. Hunting and fishing are recognized as legitimate and integral components of the array of recreational opportunities available.

Implications:

-increased public access to some of the higher quality recreation lakes in Alberta.

-development, expansion or upgrading of recreational facilities.

-opportunities for private sector involvement in developing various recreation and/or ancillary facilities.

-wider variety of recreation opportunities and activities provided (from intensive to extensive, both public and private).

-considerable financial and manpower commitment required by public agencies.

-if recreation objectives are not met, recreation demand will far exceed the existing facilities' ability to accommodate demand, with consequent resource degradation and visitor dissatisfaction.

-traditional use patterns in some cases may be altered or eliminated entirely.

This study clearly recognizes the importance of future tourism and recreation development in the Lakeland Planning Area. The report emphasizes:

> the potential which exists for commercial recreation development could provide limited fixed roof accommodation, food services and services for boating.

As well, it also recognizes the importance of protecting palaeontological, archaeological, historical and environmental resources from the potential or actual impact of future tourism and recreational development.

Alberta Energy and Natural Resources is coordinating the preparation of an Integrated Resource Plan for the Cold Lake Sub-Region as well as local plans for small areas and specific lakes such as North Buck and Pinehurst Lakes.

5.5 National Park Management Plans

There are two National Parks in the Lakeland Zone: Elk Island National Park, just off Highway 16 between Edmonton and Vegreville, and Wood Buffalo National Park, located astride the Alberta/Northwest Territories boundary south of Great Slave Lake and west of Lake Athabasca. The Elk Island National Park Management Plan was approved in 1978 and the Wood Buffalo National Park Management Plan was approved in 1984. Descriptions of the parks and their significant features are discussed in Section Three.

5.5.1 Elk Island National Park

The overall Park goal is:

> To preserve the Park's resources and to provide appropriate opportunities for the public to appreciate and experience these resources.

The Plan breaks down the Park's goals into more specific recreational objectives:

1. to provide opportunities for participation in outdoor recreational activities where such opportunities are compatible with the preservation of the Park;

2. to provide an integrated communications program which will present to the public:

    i) the natural features and processes occurring in the Park,
    ii) the significance of the above to the Beaverhills/Cooking Lake Moraine in the context of the Canadian National Park's System,
    iii) the human activities which had or were taking place in the Park or surrounding areas and the impact of these activities,
    iv) the management programs necessary to compensate for these activities,
    v) recreational opportunities available in the Park, and
    vi) limitations governing use of the Park related to public safety and resource protection.

Although the Plan does address recreation development, the focus of the Plan is on protecting and preserving the natural features and processes occurring in the Park. Considerable emphasis is placed on visitor activities, facilities and services. The communications program outlined in the plan highlights the Park's theme - "The Island Anomoly."

5.5.2 Wood Buffalo National Park

The overall Park objectives are:

1. protection and preservation of natural and cultural resources;

2. appreciation, understanding and enjoyment of Park resources; and

3. regional integration.

The more specific management objectives include:

1. Historic and Cultural Resources: Sufficient historical and archaeological research will be carried out in the Park to gain a more comprehensive inventory of its cultural resources. Historical and cultural resources of greatest significance will be protected through analytical and artifact conservation processes.

    Parks Canada will develop a working relationship between its resource protection mandate and the resource harvesting activities of local native residents of the

Park. This will ensure that the cultural, traditional ties between man and the land on the northern boreal plains remain a part of the character of the Park.

2. Public Appreciation, Understanding and Enjoyment of the Park: Parks Canada will strive to provide opportunities for all members of the public to become aware of the significance of the Park, the role it plays in the national park system, its management policies and each of the Park interpretation themes.

   A system of facilities and services will be developed in the Park to provide appropriate recreation, access and accommodation opportunities to meet the needs of both residents and visitors.

3. Regional Integration: The Park will operate its visitor services activity in ways which are supportive of the development of the local tourist industry based on the private sector.

   Whenever possible, Parks Canada will locate and design all new park facilities in ways that maximize their positive impact on regional tourism and economic developments.

4. New Roads: Parks Canada accepts in principle the development of a road from Peace Point west, along the Peace River to the west Park boundary (leading to High Level).

While benefits in terms of increased visitation and greater appreciation of the Park environment would be realized with the construction of the road, Parks Canada feels that the potential for negative environmental and socio-economic impact warrants serious consideration before full support would be given to such a development. Parks Canada would support this proposal only if environmental and socio-economic impact assessments determined that impacts were of a magnitude that could be tolerated.

Although the Plan recognizes the importance of preserving the unique wildlife, vegetation and landforms which exist in the Park, there also seems to be an awareness of the dynamic role the Park could play in terms of regional tourism and economic development. Parks Canada is still struggling with concerns regarding a new access route, but a major access road from High Level and Jean D'or Prairie to Fort Chipewyan is being considered.

5.6 Tourism Implications

The plans and policies framework and its implications on tourism can be summarized as follows:

- Only a few General Municipal Plans recognize and address tourism development specifically. Communities that believe tourism is a large part of their present and future economy should analyze their own tourism situation and identify specific land use and development policies for it.

- The Fort McMurray Economic Development Plan and the Tourism: Lac La Biche Country report are excellent examples of specific goals and objectives for tourism development. These and other communities in the Zone with significant interest and potential in tourism such as Cold Lake, Lloydminster and Bonnyville, should develop community tourism action plans. The plans of action would specify goals, objectives, strategies, markets, implementors and step-by-step actions for implementation.

- The Lake Planning Frameworks are excellent tools for municipal and provincial agencies to use in determining appropriate use and management of lakes. Businesses and non-profit organizations can utilize this information to support or refute proposals for tourism development on the lakes.

- The Lakeland Sub-Regional Integrated Resource Plan highlights several opportunities for tourism development on public lands. It recognizes the Lakeland Planning Area as "a major, new recreation and tourism destination for Alberta".

- The National Parks plans highlight their primary goal of preservation but also facilitate appropriate opportunities for the public to appreciate and experience the unique resources in Elk Island and Wood Buffalo National Parks.

Appendix

APPENDIX A

TERMS AND DEFINITIONS

APPENDIX A

TERMS AND DEFINITIONS

Several terms require definitions to ensure common understanding of the report.

Attraction

An attraction is a physical feature of interest or significance which can either be natural or man-made. There may or may not be facilities constructed in conjunction with it to increase the enjoyment by visitors. The attraction can be of international, national, provincial, regional or local significance depending upon the degree of market appeal.

Event

An event is a transitory man-made occurrence, celebration or activity of considerable interest and notability that is held on a one-time only or regular basis (weekly, monthly, annually). Examples include rodeos, baseball tournaments and festivals. It can be of international, national, provincial or local significance depending on the markets that are attracted.

Facility

A facility is a development whose primary purpose is to offer a particular service or recreational activity opportunity to residents or visitors. Service facilities may include accommodation, food, beverage or automotive services, while recreation facilities can range from ski developments to tennis courts, from marinas to swimming pools.

Fixed-Roof Accommodation

Buildings designed primarily as overnight accommodations for travellers, including: hotels, motels, inns, motor inns, lodges and cabins.

National/Provincial Travel Corridor

A road, trail or other transportation route, such as a highway crossing the Zone, serving as a major traffic artery between communities or attractions for the transportation of goods or people. One or more of the communities or attractions may be located outside of the Zone.

Heritage Resources

Historic sites, buildings, areas, cairns, points-of-interest, museums, archives, books and spoken words representing the persons, places and events of the past.

APPENDIX A

TERMS AND DEFINITIONS
(Continued)

Historic Corridor

A river, lake or overland trail that played a significant role in the exploration, trade and settlement of the area. Water routes are navigable by non-motorized and/or motorized pleasure craft and have inherent capability for historic interpretation and associated recreational activities. Trails may be travelled by foot, horseback, wagon or vehicle.

Regional Travel Corridor

A road, trail or other transportation route, such as a railway line, connecting communities or attractions within the Zone and serving as a major traffic artery between communities or attractions for the transportation of goods or people.

Scenic/Historic Route

A paved or unpaved route that brings the traveller into contact with landscapes, natural and cultural features, historic sites or monuments of significance to the heritage of the province or the region.

Service Centre

A community or stopping place along a road or trail providing services to users. Gasoline, food, accommodation, repairs and information are services most often sought by tourists at service centres.

Tourism

Tourism is the actual travelling, as well as the activities participated in and services used, by anyone beyond a 80 km (50 mile) radius from home for vacation, visiting friends and relatives, business, personal reasons or shopping. This includes both Albertans and non-residents. It excludes daily commuting to work and school.

Tourism Destination Area

A tourism destination area is a distinct geographical area containing one or more tourism opportunities which could be integrated into a network of supporting facilities, attractions and events. One or more of the area's dominant historical, cultural, industrial or natural resource themes should be reflected in developments; programs may be oriented to one or more of the following activities and services: recreation, sightseeing, shopping, attending events, visiting natural, cultural or historic sites, general touring, accommodation, food services, and so on. The developments and programs may also be oriented to one or more seasons and may attract a broad range of market segments depending upon the quality and quantity of tourism amenities available.

Tourism Direction

A course of action to support or enhance the development and improvement of the tourism industry. A direction is most often operation or policy oriented, although capital expenditures for improvements such as road construction, signage and education facilities can be included.

Tourism Opportunity

Principally a business or investment intended to capitalize on the natural and human resources and market potential for the Zone. An opportunity to develop a natural, man-made or heritage resource in whole or in part to attract, accommodate or facilitate tourism in the Zone. Development could occur as a result of the addition or improvement of an operation or service; the addition or improvement of a program; the addition, construction or improvement of a facility; or could be based on natural or man-made resources. In most cases, detailed feasibility assessments are recommended prior to implementation.

Tourist

A tourist or visitor is any person travelling in excess of 80 km (50 miles) on a return trip. Trip purposes include vacation, visiting friends and relatives, business, personal reasons and shopping. Daily trips to work and school are not included.

APPENDIX B

LIST OF CONTACTS

APPENDIX B

LIST OF CONTACTS

The consultants wish to express their gratitude and appreciation to all who participated in the study process. Members of the consulting team met or spoke with a great variety of interesting groups and individuals, including representatives of Provincial Government departments, Municipalities, Improvement Districts, Indian Reserves, Metis Settlements, associations, tourist attractions, and also many residents concerned about tourism in Zone 6. All offices of MLA'S representing constituencies in the Zone were contacted to identify possible contacts and concerns. The consultants apologize for any ommissions or errors in the list of contacts.

Members of the Lakeland Tourism Destination Area Study Steering Committee are identified with an asterisk next to their names.

ASSOCIATIONS/CHAMBERS OF COMMERCE/INDIAN RESERVES/METIS SETTLEMENTS

ASH, Milton, J.	Member	Vilna Lions Club
ASSHETON-SMITH, Lorne*	President	Lakeland Tourist Association
BARWICK, Ron	Member	Elk Point Chamber of Commerce
BERLINGUETTE, Mona	Tourist Information Coordinator	St. Paul & District Chamber of Commerce
BIANIC, Janet	Member	Fort McMurray Tourist and Convention Bureau
BLAKE, Joe	Member	Fort McMurray Tourist and Convention Bureau
BROOKER, Vicki	Member	Elk Point Chamber of Commerce
BROWN, Doris	Member	Lakeland Tourist Association
BURNS, Rene	Councillor	Fort Chipewyan Cree Band
CARSON, Eva	Member	Lakeland Tourist Association
CHADI, Sine	President	Lac La Biche Chamber of Commerce
CHARPONTIER, Nap	Chairman	Tourism Committee St. Paul Chamber of Commerce
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COLLINS, Archie	Chairman	Elizabeth Metis Settlement
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COSTELLO, Neil	Member	Fort McMurray Tourist and Convention Bureau
COURTEPATE, Joe	President	Alberta Metis Settlements
CREE, Robert	Chief	Fort McMurray Band
CRUDGE, Ronald	Member	Fort McMurray Tourist and Convention Bureau
CYPREAN, Archie	Chief	Fort Chipewyan Indian Band
DERRANGER, Jim	Coordinator	Economic Development Fort Chipewyan
DESJARLAIS, Lee	Interim Settlement Administrator	Elizabeth Metis Settlement
DOONANCO, Peter	Director	Lakeland Tourist Association
DRAKE, Ken	Member	Grand Centre Economic Development Committee
DUHAIME, Gerry	Member	Lloydminster Chamber of Commerce
EARLE, Gord	Administrator	Lakeland College Lloydminster
FARRELL, Helen	Executive Manager	Grand Centre Chamber of Commerce
FLETT, Sonny (Lloyd)	Chairman President	Fort Chipewyan Regional Tourism Council Alberta Metis Association
FOISY, Bibiane	Member	St. Paul Fish and Game Association
FUNG, Kizmet	Tourist Information Centre Operator	Grand Centre Chamber of Commerce

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(Continued)

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HALFE, Debbie	Band Social Worker	Whitefish Lake Indian Band
HARDY, Randy	Chairman	Kikino Metis Settlement
HAYS, Glen	1st Vice President	Lakeland Tourist Association
HOLMAN, Dixie	Member	Lloydminster Chamber of Commerce
HOLTHE, Sid	Member	Elk Point Chamber of Commerce
HORTON, Wilf	3rd Vice President	Lakeland Tourist Association
HOUDYSCHELL, Lin	Member	Vermilion Chamber of Commerce
HOWSE, Ernst Sr.	Chairman	Caslan Metis Settlement
JANVIER, A.	Chief	Janvier Indian Band
JOHNSTON, Fred	President	Grand Centre Chamber of Commerce
KEITH, Leslie	Coordinator	Northeast Library System Steering Committee
KUBASH, Ed	Member	St. Paul Fish and Game Association
KUCHERAWY, David	President	Vegreville Chamber of Commerce
LABOUCANE, Tina	Travel Information Centre	Lac La Biche Chamber of Commerce
LEASK, Garth	President	Cold Lake Chamber of Commerce
LITTLECHILDS, Roger	Administrator	Kikino Metis Settlement
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LYPKA, Metro	2nd Vice President	Lakeland Tourist Association
LYSYCHOK, Larry	Director	Bonnyville & District Chamber of Commerce
MACLENNON, Doug	Member	Lakeland Tourist Association
MACRAE, Doug	Vice President	Keyano College Fort McMurray
MAGNUSSON, Irene	Member	Elk Point Historical Society
MARCHAND, Gordon	Executive Director	Two Hills & District Chamber of Commerce
MARSHALL, Glenn	Director	Alberta Motel Association
McARTHUR, Dave	Industrial Director	Lac La Biche Regional Economic Development Council
MCDONALD, Dorothy	Chief	Fort McKay Indian Band
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QUINNEY, Raymond	Chief	Frog Lake Indian Band
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REYNOLDS, Shawna	Tourism Officer	Cold Lake Chamber of Commerce
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SKARCHESKI, Jim	Vice President	Cold Lake Chamber of Commerce
SLOAN, Jean	President	Lloydminster Chamber of Commerce
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TAYLOR, Wayne	President	Fort McMurray Chamber of Commerce
WAQUAN, Archie	Chief	Cree Indian Band
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WOOD, Glenn	Member	Lloydminster Chamber of Commerce
WOURI, Barbara	Assistant Administrator	Cold Lake First Nations Indian Reserve
WUSYK, Steve	Director, Tourism & Publicity	Grand Centre Chamber of Commerce

TOURISM FACILITIES AND SERVICES

BAHNUIK, Don	Manager	U & I Enterprises Ltd. Grand Centre/Two Hills
BENDER, Bruno	President	Alberta Rose Garden Outdoor Recreation & Amusement Company
BILLER, Vern	Owner	Kimowin Lake Lodge
CADRAIN, Mary Ann	Manager	Gypsy Lake Lodge
CARDINAL Mike	Manager	Lakeshore Sports Fort Chipewyan
CLEMENS, Bill & Anne	Managers	Plainsman Motor Inn Smoky Lake
COLI, John	Owner	Almac Motor Inn
COOKE, Bob*	Owner	Namur Lake Lodge
CRONIN, Pauline	Manager	Tour North Outdoor Experiences
DAVIDSON, Ray	Manager	Peter Pond Inn Fort McMurray
DEATHRIDGE, Bonton	Manager	Galaxy Motel St. Paul
DENSMORE, Terry	Community Affairs Advisor	Esso Resource Canada Grand Centre
DENSMORE, Vern	Owner	Gypsy Lake Lodge
DIESEL, Ludwig T.	Owner	Owl River Campground
DUNCAN, Bob	Manager	Peter Pond River Tours Fort McMurray
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LIST OF CONTACTS
(Continued)

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FOSTER, Ralph	Manager	Mistahi Seepee Wilderness Tours Fort Chipewyan
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GODFREY, John D.	Owner	Godfrey Tours
GOODLAD, Jim	Manager	Imperial 400 Motel Lloydminster
HANSON, Al	Owner	Northern Sport Fishing
HAWRELAK, Nancy	Manager	Pioneer Village/ Historical Museum
HENRY, Jan	Sales Manager	Mackenzie Park Inn Fort McMurray
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JARVIE, Olive & Jim	Managers	Rusty's Motor Inn Fort McMurray
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McDONALD, K.H.	Regional Director East Central Region	Alberta Recreation and Parks
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ORLECKI, P.	Councillor	Town of Two Hills
PARSONS, John	Economic Development Office	City of Fort McMurray

PAWLIUK, Mike	Town Administrator	Town of Two Hills
PEHOWICH, Lillian	Municipal Administrator	Town of Vegreville
PERSSON, Richard	Town Administrator	Town of Lac La Biche
PIZKERING, Colonel C.	Reporting Assistant	Canadian Forces Base Cold Lake
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ROOT, Leon	Assistant Deputy Minister	Urban Transportation Planning Alberta Transportation
SAWCHUK, Dick	Operational Planning	Alberta Transportation
SAWCHUK, Marie	Information Officer	Alberta Bureau of Statistics
SCORR, Rodney	Director, Culture Parks & Recreation	Town of St. Paul
SIDDLE, Rick*	Project Coordinator	Travel Alberta
SMITH, Dan	Recreation	Alberta Forest Service
SORENSON, Carl	Project Manager	Garner Lake Alberta Recreation and Parks
SOURAY, Lillian	Field Coordinator	Alberta Native Affairs
SPARROW, Gail	Organizer, 1985 Alberta Summer Games	Fort McMurray Recreation and Parks
STARKE, Richard	Alderman	City of Lloydminster
STEPANIK, Andrea	Secretary	Village of Innisfree
STEPANIK, Daniel	Mayor	Village of Innisfree
STRATICHUK, A.	Councillor	Town of Lac La Biche
TAYLOR, Neil	Director of Tourism Sub-Agreement and Administration	Alberta Tourism and Small Business
TOPELKO, Mike	District Superintendent	Alberta Recreation and Parks

APPENDIX B

LIST OF CONTACTS
(Continued)

TOPOLNISKY, George	MLA	Redwater/Andrew
TOWNSEND, Ken	Product Development Officer	Travel Alberta
VINCENT, Pat	Municipal Administrator	Town of Elk Point
WALLSMITH, Gord	Recreation Director	City of Lloydminster
WEISER, Dennis	Fish and Wildlife Officer	Alberta Energy and Natural Resources
WEISS, M.R.	Assistant Director Mapping Branch	Alberta Energy and Natural Resources
WEISS, Norman A.	MLA	Lac La Biche/Fort McMurray
WILKINSON, Dan	Director	Communications Service Indian and Northern Affairs Canada
WILLIAMS, Ken	Recreation	Alberta Forest Service
ZIPPER, Cheryl	Project Manager	Long Lake Provincial Park Alberta Recreation and Parks

GENERAL PUBLIC

ALEXANDRUK, Fred	Resident	Edmonton
AURIAT, Marilyn	Resident	Lac La Biche
BOUCHER, Florence	Resident	Elinor Lake
CHARCHUN, M.D.	Resident	Two Hills
CHERNIWCHAI, Marv	Resident	Cold Lake
DANIELS, Ross	Resident	Fishing Lake Metis Settlement
DUCHARME, Marcel	Resident	Bonnyville
FLAMAND, F.	Resident	Bonnyville
GORDY, Mike	Resident	Smoky Lake
GRANDJAMB, Eleanor	Resident	Fort McMurray Indian Band
GRANDJAMB, Robert	Resident	Fort Chipewyan
GRAY, D.D.	Resident	Two Hills
HENSON, Don	Resident	Caslan Metis Settlement
HERCHUK, John	Resident	Chipman
KOBAYASHI, David	Resident	Lloydminster
KOOPMANS, Tony	Resident	Fort McMurray
KOWALSKI, Rick	Resident	Lloydminster
LANE, S.	Resident	Fort McMurray
LANGEIN, R.C.	Resident	Lac La Biche
LAPATAC, Albert	Resident	Kehewin Indian Band
LEFEBURE, Ben	Resident	Cold Lake
MAJEAU, Ernie	Resident	Two Hills
MOORE, Melanie	Resident	St. Paul
NESTMAN, George	Resident	Vegreville

APPENDIX B

LIST OF CONTACTS
(Continued)

PIQUETTE, Doug	Resident	Lac La Biche
POIRIER, AL	Resident	St. Paul
QUIST, Ted	Resident	Marwayne
REYNOLDS, Gloria	Resident	Fort McMurray
SCHAFER, Richard	Resident	Smoky Lake
SPERLING, Neil R.	Resident	Bonnyville
TERCIER, Ed	Resident	Bonnyville
THEROUX, Claudia	Resident	Lac La Biche
WEETMAN, Douglas	Resident	Lavoy

MEDIA

BLAJENE, Randy	Reporter	Vegreville Observer Vegreville
BRYDE, Leslie	Reporter	CJOK Radio Fort McMurray
COULTON, Jean	Reporter	Grand Centre/Cold Lake Sun Grand Centre
ELASCHUK, Gary	Reporter	Lac La Biche Post Lac La Biche
JOHNS, Daniel	Reporter	Bonnyville Nouvelle Bonnyville
KINGSTON, Ken	Reporter	CJOK Radio Fort McMurray
LEWIS, Lisa	Reporter	Lloydminster Meridian Booster Lloydminster
MENZIES, David	Reporter	St. Paul Journal St. Paul
NATION, Bill	Reporter	CJOK Radio Fort McMurray
POOLE, Chris	Reporter	Bonnyville Advantage Bonnyville
WAGENINGEN, Ellenvan	Reporter	Bonnyville Nouvelle Bonnyville
YOUNGER, Ken	Reporter	Fort McMurray Today Fort McMurray

APPENDIX C

COMMENT SHEETS FROM OPEN HOUSES

COMMENT SHEET FOR FIRST SERIES OF PUBLIC OPEN HOUSES

Date: ____________________

Community: ________________________

Return to:

Roman Consulting
Services Limited
940, One Thornton Court
Edmonton, Alberta
T5J 2E7

COMMENT SHEET

LAKELAND TOURISM DESTINATION AREA STUDY

Roman Consulting Services Limited, under contract to Travel Alberta, is interested in obtaining your ideas, comments and concerns about the tourism industry and development in the Lakeland Tourist Zone (Zone 6). Please provide your comments on the following:

1. What needs to be done to get people to come to the Lakeland Tourist Zone and stay for a while?

2. What facilities, attractions, services or events do you think need to be developed or improved by the private sector to increase tourism?

3. What should government do to help develop and improve the tourism industry?

Municipal Government:

Provincial Government:

(over)

4. What should be the role of community organizations such as the Lakeland Tourist Association, Chambers of Commerce and service clubs in developing and improving the tourism industry?

5. Other comments, suggestions and ideas?

Would you like to receive a copy of the Executive Summary of the final report?

Yes _____ No _____

Name, Address and Telephone No. (optional)

Name: ______________________________

Affiliation (if any): ______________________________

Address: ______________________________

Community: ______________ Postal Code: __________

Telephone No.: ______________

COMMENT SHEET FOR SECOND SERIES OF PUBLIC OPEN HOUSES

Date:_______________

Community: ____________________

Return Completed Comment Sheet To:

Roman Consulting Services Limited
#940, One Thornton Court
Edmonton, Alberta
T5J 2E7

Please Return by December 16, 1985

COMMENT SHEET

LAKELAND TOURISM DESTINATION AREA STUDY

Roman Consulting Services Limited, under contract to Travel Alberta, has prepared a preliminary draft summary of the Lakeland Tourism Destination Area Study. Your comments, suggestions and identification of tourism opportunities and directions not discussed in the summary will assist us in preparing the final report. Please respond to the following questions:

1. What tourism opportunities, identified in the Preliminary Draft Summary Report of the Lakeland Tourism Destination Area Study, do you feel are most important for increasing tourism in your area?

2. Have any potential "tourism opportunities" been omitted from the report that you feel should be included?

3. Have any "directions" been omitted from the report that you feel should be included?

PLEASE COMPLETE OTHER SIDE

4. Based on your review of the summary, have any features, attractions or facilities been omitted or is any information incorrect?

5. Other comments, suggestions or ideas?

6. Are you interested in receiving information on how to become involved in developing tourism in your area?

Yes ______ No ______

7. Would you like to receive a Summary of the final report?

Yes ______ No ______

Name, Address and Telephone No. (Optional)

Name:________________________ Affiliation (if any):______________________

Address: ____

Community: ____________________________ Postal Code: ___________________

Telephone No.: _________________________

PLEASE LEAVE YOUR COMPLETED COMMENT SHEET AT THE ROOM ENTRANCE OR MAIL IT TO ROMAN CONSULTING SERVICES (address on reverse side) BY DECEMBER 16, 1985.

APPENDIX D

TOURISM ATTRACTIONS

APPENDIX D

TOURISM ATTRACTIONS

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Andrew	Museum	Restored CPR station with pioneer artifacts *	Village of Andrew
	Ukrainian Library	450 Ukrainian books	Village of Andrew
Cold Lake	Kinosoo Totem Poles	Two 22 foot Totem Poles	Town of Cold Lake & Indian Band
	Kinosoo Walking Trail	Lakeshore walk	Town of Cold Lake
	Fish Hatchery	Fish hatchery	Alberta Fish and Wildlife
	Father LeGoff Mission	Historical Mission	Cold Lake Indian Band
	Esso Resources Heavy Oil Project	Industrial oil development	Esso Resources
Dewberry	Dewberry Museum	Historical artifacts	Private
Elk Point	Fort George Museum	Artifacts from the fur trade and other periods. Over 15,00 artifacts, including antique autos	Private

APPENDIX D

TOURISM ATTRACTIONS (Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Elk Point	Fort George & Buckingham House Cairn	Historical Cairn	Federal Government
	Frog Lake Cairn	Historic Site Monument with display plaques	Federal Government
	Canadian Salt Company	Tour of salt processing plant	Private
	Heavy Oil Fields	Auto tour of heavy oil developments	Private
Fort Chipewyan	Memorial Hill	Historic Cairn and archaeological site	Federal Government
	Wood Buffalo National Park	Buffalo and wildlife preserve (World Heritage Site)	Federal Government
Fort McMurray	Suncor & Syncrude	Athabasca tar sands oil extraction plants	Private
	Oil Sands Interpretive Centre	Presentation of oil sands technology and development	Provincial Government
	Bitumount	Original Oil Sands extraction plant	Provincial Government
	Heritage Park	Historical buildings and artifacts	Historical Society
	Tamarack Gallery	Native and Western art	Private

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* A comprehensive list of historic sites, buildings, cairns, points of interest and operating museums is presented in Section 3.3.

APPENDIX D

TOURISM ATTRACTIONS
(Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Fort McMurray	Spruce Valley Ski Hill	Ski Hill	Spruce Valley Ski Society
Grand Centre	CF 104 Starfighter	Military jet display	Town
	Kinosoo Ridge	Ski Hill	Cold Lake Ski Society
	Leisure Sports Village Art Gallery	Cultural Museum and art gallery	Private
	Canadian Forces Base	Air Force Base	Federal Government
Heinsburg	Railroad Water Tower	One of the few remaining wooden water towers in Western Canada	Canadian National Railway
Innisfree	William Poohkay Museum	Contains a rock collection, tools, arrowheads, spear points and old implements	Private
	District of Alberta Boundary Marker	Marker denotes old east boundary of the District of Alberta	Federal Government

APPENDIX D

TOURISM ATTRACTIONS
(Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Islay	Morrison Museum of the Country School	1930's furnished school	Private
Kikino Metis Settlement	Kikino Wildlife Ranch	Wildlife ranching of elk, bison and deer	Kikino Metis Settlement
Kitscoty	Frog Lake Massacre Historic Plaque	Highway plaque outlining Frog Lake incident	Provincial Government
Lac La Biche	Lac La Biche (McArthur) Inn	Hotel designated a provincial historic site	Town of Lac La Biche
	Lac La Biche Mission	Provincial historic site	Town of Lac La Biche
	Moslem Mosque	Mosque serving large Lebanese community	Lac La Biche Moslem Community
	Beaver Lake Mission	Old Church	Beaver Lake Indian Band
	Hudson Bay Post	Hudson Bay trading post	Town of Lac La Biche
	Fish Processing Plant	Fish packing plant for whitefish and golden caviar	Lac La Biche Fishermen's Co-op
Lamont	Elk Island National Park	National Park featuring bison, elk, golf course and traditional Ukrainian home	Federal Government

APPENDIX D

TOURISM ATTRACTIONS
(Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Lamont	Skaro Shrine	Religious architecture	Unknown
Lloydminster	Barr Colonists Cairn	Cairn marking first campsite of Barr Colonists	Federal Government
	Bud Miller All Seasons Park	Urban park with recreation centre, gardens, sports facilities, lake and hiking trail	City of Lloydminster
	United Oilseeds Products	Canola Seed Refinery	Private
	Fuch's Wildlife Museum	Birds and wildlife in realistic settings	Private
	Imhoff Art Gallery	Historical, still life and landscape paintings	Private Collection
	Barr Colony Museum	Pioneer log cabin, Lloydminster's first church	Private
	Char-Mil Miniature Oil Rig	1967 Centennial Project scale model of an oil derrick	Private
	Lloydminster #1 Gas Well	Cairn marks site of Lloydminster's first gas well	City of Lloydminster
	Husky Refinery	Oil Refinery	Private

APPENDIX D

TOURISM ATTRACTIONS
(Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Mannville	Anti-Air Craft Gun	European 90 millimetre anti-aircraft gun	Village of Mannville
Mundare	Basilian Fathers' Museum	Museum contains religious and Ukrainian articles	Private
	Basilian Fathers' Grotto	1934 Religious architecture	Private
Myrnam	XY Company Trading Post	Historic marker locating XY Company Trading Post built by Alexander Mackenzie	Federal Government
Newbrook	Long Lake Ski Hill	Ski Hill	County of Thorhild
Paradise Valley	Mount Joy Ski Hill	Ski Hill	Mount Joy Ski Club
Plamondon	Plamondon District Museum	Church building with old trapping artifacts and historical items	Private
Redwater	Redwater and District Museum	Pioneer Displays	Private
	Redwater Oilfield	Plaque commemorating Redwater No. 1 Oil Well	Provincial Government

APPENDIX D

TOURISM ATTRACTIONS
(Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Saddle-Lake	Manitou Kehiw Centre and Cultural Museum	Artifacts of local Native History	Saddle Lake Band
St. Paul	St. Paul Cultural Centre	Cultural centre and museum of French presence in the St. Paul area	Town of St. Paul
	UFO Landing Pad	1967 Centennial project Provincial flags display	Town of St. Paul
	St. Paul Beverages	Soft drink bottling plant	Private
Smoky Lake	Pine Ridge Forest Nursery	Seedlings produced for provincial reforestation projects	Provincial Government
	Smoky Lake Museum	Old school house containing pioneer artifacts and stuffed animals	Private
	Smoky Lake Alfalfa Processors	Alfalfa processing plant	Private
	Victoria Settlement	Historic site with restored and furnished buildings	Provincial Government

APPENDIX D

TOURISM ATTRACTIONS
(Continued)

NEAREST COMMUNITY	NAME OF ATTRACTION	DESCRIPTION	OPERATOR
Two Hills	Highland Produce	Egg processing plant	Private
Vegreville	Agriculture Canada Soil and Crop Substation	Studies conducted on salt affected soils	Federal Government
	Alberta Environmental Centre	Environmental research control and management	Provincial Government
	Buffalo Slope Grain Elevator	New type of elevator design	Private
	Giant Pysanka	Large Ukrainian Easter egg with plaques, telling story of how egg was made and history of local Ukrainian settlers	Town of Vegreville
	Lady of the Highway Shrine	Shrine dedicated to the travelling public	Unknown
	Ukrainian Cultural Heritage Village	Ukrainian historical village with over 30 buildings, interpretive programs, events and displays	Provincial Government
Vermilion	Vertec Industries	Canada's largest grain dryer manufacturer	Private
	Mill Wheel	Relic from Frog Lake Massacre	Town of Vermilion
Willingdon	Shandro Village and Pioneer Museum	Pioneer village with artifacts from 1899 - 1911	Private

APPENDIX E

TOURISM EVENTS

APPENDIX E

TOURISM EVENTS

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Andrew	Sport-Off Days Ball Tournament	Sport	Local	July
	Mammoth Bingo	Recreation	Local	July
	Pancake Breakfast	Recreation	Local	July
Ashmont	Annual Summer Kick Off Spectacular	Sport	Local	May
	Slowpitch Tournament	Sport	Local	June
	United Church Harvest Supper and Auction	Agriculture/ Fundraising	Local	October
	Buck of the Season Contest	Sport	Local	March
	Heritage Days	Cultural	Local	August
	Rodeo Royal	Rodeo	Regional	June
	Winter Carnival	Recreation	Local	March
	International Hockey-Amateur Tournament	Sport	Regional	January
Bonnyville	Kinsmen Snow-Ball Daze	Recreation	Regional	Late Winter
	Fish Derby	Sport	Local	July
	Galloway Theatre	Cultural	Regional	March
	Trade-Ex Show	Trade	Regional	June

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Bonnyville	Agricultural Fair	Agriculture	Regional	August
	Farmers Market	Agriculture	Local	Year round
	Bonnyville Rodeo	Rodeo	Regional	September
	Fun Run	Sport/ Recreation	Local	June
Brosseau	Homecoming	Cultural	Local	July
Bruderheim	A.T.R.A. Annual "Riders Against Cancer Ride"	Recreation	Regional	May
	Christmas Skating Party	Sport	Local	December
	Oktoberfest	Cultural	Local	October
	Street Dance	Recreation	Local	May
Chipman	4-H Inter-Club Show & Sale	Cultural	Local	June
	Fair Days	Recreation	Local	July
	4-H Achievement Day	Agriculture	Local	June
Cold Lake	Aqua Days	Sport/ Recreation	Regional	August
	Fishing Derby	Sport	Local	July
Derwent	Golf Tournaments	Sport	Local	May & June
	Slow Pitch Tournament	Sport	Local	July
Elk Point	Heritage Day	Cultural	Local	August

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Elk Point	Horse Poker Rally	Recreation	Local	June
	Slowpitch Tournament	Sport	Local	July
	Agricultural Fair	Agriculture	Local	August
	Ukrainian Dance Club Concert	Cultural	Local	January
	Annual Fastball Tournament	Sports	Local	June
	Stony Lake Rodeo	Rodeo	Local	June
	Rendezvous Days	Recreation	Local	July
	Farmers' Market	Agriculture	Local	All-year
	Whitney Lake Rodeo	Rodeo	Local	July
	Golf Tournament	Sport	Local	August
	Festival on the Lake	Cultural	Local	August
Fort Chipewyan	Lake Athabasca Winter Carnival	Sport/ Recreation	Regional	March
Fort McMurray	Heritage Day	Cultural	Local	August
	Miss Fort McMurray Pageant	Recreation	Local	August
	Blueberry Festival	Recreation	Regional	September

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Fort McMurray	Lion's Club Heart-A-Thon	Recreation	Local	February
	Winter Carnival	Sport/ Recreation	Regional	Winter
	Sports Show	Sport	Regional	April
	Trade Show	Trade	Regional	May
	Regional Science Fair	Education	Regional	Spring
	Farmers Market	Agriculture	Local	All year
	Music Festival	Cultural	Regional	April
Glendon	Men's Bonspiel	Sport	Local	January
	Ladies' Bonspiel	Sport	Regional	January
	Fastball Tournament	Sport	Regional	May/August
	Homecoming	Cultural	Local	June
	Agricultural Fair	Agriculture	Local	August
Goodfish Lake Indian Reserve	Rodeo/Sports Day	Rodeo	Local	July
Grand Centre	Grand Centre Stampede	Sport	Regional	June
Heinsburg	Fastball Tournament	Sport	Local	June
	Slowpitch Tournament	Sport	Local	August
Innisfree	Agricultural Bench Show	Agriculture	Local	June

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Kehewin Indian Reserve	Annual Rodeo	Rodeo	Local	May
Kikino	Annual Rodeo	Rodeo	Local	July
	Lions Ice Fishing Day	Recreation	Local	March
Lac La Biche	Northern Alberta Sports Car Club Races	Sport	Regional	March
	Arts & Crafts Show	Recreation	Local	May
	Venice/Hylo Picnic	Recreation	Local	June
	Beaver Lake Auto Ice Races	Sport	Local	March
	Lion's Ice Fishing Derby	Recreation	Local	March
	Desperado Sail Boat Race	Sport	Regional	August
	Pow Wow Blue Feather Fish Derby Days	Recreation	Local	August
	Beaver Lake Indian Reserve Round Dancing	Cultural	Local	Quarterly
	Curling Bonspiels	Sport	Local	March
Lamont	4-H Inter-Club Show and Sale	Agriculture	Local	June
	Sports Days and Agricultural Fair	Sport/ Agriculture	Local	August

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Lloydminster	Summer Exhibition	Cultural	Regional	July
	Agricultural Fair	Agriculture	Local	July
	Stockade Round Up & CCA Rodeo	Rodeo	Regional	October
	Quarterhorse Show	Recreation	Local	July
	Pow-Wow Days at Onion Lake	Recreation	Local	August
	Heritage Days	Recreation	Local	August
	Cowboy Countdown	Sport/ Recreation	Regional	October
	Salexpo	Trade	Regional	October or November
	4-H Expo	Agriculture	Regional	June
Mannville	Slow Pitch Tournaments	Sport	Regional	June/July
	District Old Timers Round Up & Banquet	Recreation	Local	August
	Agricultural Fair	Agriculture	Local	August
	Hollydaze Celebrations	Recreation	Local	December
	Farmers Market	Agriculture	Local	All year
Mallaig	Agricultural Bench Show	Agriculture	Local	July
	Family Days	Recreation	Local	July

APPENDIX E

TOURISM EVENTS (Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Marwayne	Rodeo	Rodeo	Local	July
	Agricultural Bench Show	Agriculture	Local	July
Minburn	Sports Day	Sport	Local	August
	Sandy Landing Rodeo	Sport	Local	June
Mundare	Agri-Daze Fair	Agriculture	Local	August
Myrnam	Sports Day	Sport	Local	July
	Rodeo and Fair	Rodeo/ Recreation	Local	August
	Annual Terry Fox Run	Recreation	Local	September
Paradise Valley	Paradise Valley Fair	Recreation	Local	June
	Horticulture Show	Agriculture	Local	August
	Winter Carnival	Recreation	Local	Winter
Plamondon	Multi-Cultural Dance Show	Cultural	Local	April
	St. Jean Baptiste Festival	Cultural	Local	June
	Harvest Festival	Cultural	Local	November
	Ice Races	Sport	Local	March
Ranfurly	Rodeo and Fair	Rodeo/ Recreation	Local	August
Redwater	Agricultural Fair	Agriculture	Local	August

APPENDIX E

TOURISM EVENTS (Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Redwater	Annual Rodeo/ Ball Tournament	Rodeo/Sport	Local	August
Saddle Lake	Pow-Wow Days	Cultural	Local	June
St. Lina	Heritage Weekend	Cultural	Local	August
	4-H Achievement Days and BBQ	Recreation	Local	June
St. Paul	Hockey Tournaments	Sport	Local	January/ February
	Snow-Ball Tournament	Recreation	Local	March
	Slow Pitch Tournaments	Sport	Regional	May/August
	Annual Rodeo	Rodeo	Regional	August/September
	Golf Tournaments	Sport	Regional	May/June/August
	Exhibitat Trade Fair	Trade	Regional	May
	4-H Heifer Show	Agriculture	Local	June
	4-H Beef Show	Agriculture	Local	June
	Fastball Tournament	Sport	Regional	June
	Light Horse Show	Agriculture	Regional	July
	4-H Regional Horse Show	Agriculture	Regional	August
Smoky Lake	Victoria's Fur Trade Rendezvous	Cultural	Regional	July
	Heritage Days	Cultural	Local	August

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Smoky Lake	Rodeo	Rodeo	Regional	August
	Annual Sports Day	Sport	Local	July
	Agricultural Fair & Horse Show	Agriculture	Local	August
	Slowpitch/ Beerfest	Recreation	Local	July
	4-H Achievement Day	Agriculture	Local	June
	Farmers Day	Recreation	Local	June
Thorhild	Agricultural Fair	Agriculture	Local	August
	Farmers Market	Agriculture	Local	April - December
Two Hills	Snowmobile Rally	Recreation	Local	February
	Ukrainian Dancers Annual Concert	Cultural	Local	May
	Farmers Day	Agriculture	Local	June
	Lions Rodeo & Agri-Fair	Rodeo	Local	August
	Ukrainian Orthodox Church Bazaar & Pyrohy Supper	Cultural	Local	November
	4-H Achievement Day	Agriculture	Local	June
Vegreville	Open Golf Tournament	Sport	Regional	May

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Vegreville	Junior B Ball Tournament	Sport	Regional	June
	Fly In Pancake Breakfast	Recreation	Local	June
	Big Country Rodeo	Rodeo	Regional	June
	Ukrainian Pysanka Festival	Cultural	Regional	July
	Agricultural Fair	Agriculture	Regional	July
	Ladies & Men's Open Golf Tournament	Sport	Regional	August
	Men's Bonspiel	Sport	Local	March
	Farmers Market	Agriculture	Local	All year
Vermilion	10 km Fun Run	Sport/ Recreation	Regional	May
	Agricultural Fair	Agriculture	Local	July
	Rodeo	Rodeo	Local	August
Vilna	Agricultural Fair	Agriculture	Local	August
	Vilna Rodeo	Rodeo	Local	September
Willingdon	Farmers' Day	Recreation	Local	June
	Heritage Day	Cultural	Local	August
	Agricultural Fair and Chuckwagon Races	Recreation	Local	August

APPENDIX E

TOURISM EVENTS
(Continued)

NEAREST COMMUNITY	NAME OF EVENT	TYPE	SIGNIFICANCE	DATE
Waskatenau	Winter Carnival	Recreation	Local	February
	Senior Baseball Tournament Carnival	Sport	Regional	July
	Agriculture Fair	Agriculture	Local	August

APPENDIX F

INVENTORY OF CABIN RENTALS IN ZONE 6

APPENDIX F

INVENTORY OF CABIN RENTALS
IN ZONE SIX

Happy Hollow Cabins - Moore Lake

Cabins
- sleeps 7
- refrigerator, stove, flush toilets, showers, dishes, cutlery, (no bedding)
- boat launch and concession

1985 Rates
- $16.00/night plus $2.50/adult $1.50/child

Phone 826-5417

Kopolo Beach Cabins - Muriel Lake

Cabins
- 2 bedrooms each with a double bed, wood stove, refrigerator
- no running water, outdoor bathroom facilities

1984 Rates
- $30.00 1st night, $25.00 each additional night

Phone 826-5876

Owl Hoot Cabins - Owl River/Lac La Biche

Cabins
- 2 double beds in each and a cot
- everything provided except bedding

1985 Rates
- small cabin $25.00 1st night, $20.00 each additional night
- large cabin $35.00 1st night, $30.00 each additional night

Phone 623-7073

Spring Beach Cabins - Muriel Lake

Cabins
- 3 room cabins, 2 bedrooms, sleeps 6
- refrigerator, stove and other furniture, bedding provided - no dishes, bathroom, showers, laundry on site

1985 Rates
- $30.00/night, $180.00/week

Phone 826-5747

APPENDIX G

TRAVEL INFORMATION CENTRES

APPENDIX G

TRAVEL INFORMATION CENTRES

COMMUNITY	LOCATION	OPERATOR
Bonnyville*	Highway 28, west entrance	Chamber of Commerce
Cold Lake	3A, 1020 - 8th Avenue	Chamber of Commerce
Cold Lake/Grand Centre*	Highway 28	Travel Alberta
Elk Point*	Highway 41, south entrance	Chamber of Commerce
Fort McMurray	400 Sakitawaw Trail, (Highway 63)	Tourist and Convention Bureau
Grand Centre	Lake Centre Plaza	Chamber of Commerce
Lac La Biche*	Highway 55, west entrance	Chamber of Commerce
Lloydminster	4905 - 50 Street	Chamber of Commerce
Lloydminster*	Highway 16, west entrance	Travel Alberta
St. Paul	St. Paul Cultural Centre	Chamber of Commerce
Smoky Lake*	Highway 28	Chamber of Commerce
Two Hills*	Geleta Park, east entrance	Town Administration
Vegreville	4829-50 Street	Chamber of Commerce
Vegreville*	Highway 16, Elks Park	Chamber of Commerce/ Town Administration
Vermilion	5008-50 Avenue	Chamber of Commerce
Vermilion*	Highway 41, south end of town	Chamber of Commerce
Vilna*	Highway 28, west end of town	Lion's Club

* Summer Only

Saskatchewan Tourism also has a Travel Information Centre in Lloydminster.

APPENDIX H

INVENTORY OF CAMPGROUNDS

APPENDIX H

INVENTORY OF CAMPGROUNDS

Campground Operator:
AF-Alta. Forest Service
AT-Alta. Transportation
M-Municipality

NP-National Park
PP-Provincial Park
PO-Private

Nearest Community	Name of Campground	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Lamont	Sandy Beach	115	C				●				●	●	●	●	●	●		●	NP
Fort Smith	Pine Lake	36	C				●			●	●	●				●		●	NP
Bonnyville	Moose Lake	59	C					●		●	●	●	●	●	●	●		●	PP
Cold Lake	Cold Lake	117	C			●	●	●	●	●	●	●	●	●	●	●			PP
Elk Point	Whitney Lakes	149	C				●	●	●	●	●	●	●	●	●	●		●	PP
Fort McMurray	Gregoire Lake	140	C					●		●	●	●		●		●	●	●	PP
Lac La Biche	Sir Winston Churchill	90	C					●		●	●	●	●	●	●	●			PP
Newbrook	Long Lake	220	C			●	●	●	●	●	●	●	●	●	●	●	●	●	PP
Spedden	Garner Lake	76	C				●	●		●	●	●	●	●		●		●	PP
Vermilion	Vermilion	78	C			●	●	●	●		●	●	●	●	●			●	PP
Ashmont	Floatingstone Lake	131	F					●		●		●	●	●		●			PP
Ashmont	Lower Mann	126	F					●		●	●	●	●						PP
Beaverdam	Angling Lake	7	F					●		●		●				●			PP
Bonnyville	Bear Trap Lake	4	F					●		●			●			●			PP
Bonnyville	Bonnyville Beach	7	F					●		●		●				●			PP

APPENDIX H

INVENTORY OF CAMPGROUNDS
(Continued)

Campground Operator:
AF-Alta. Forest Service
AT-Alta. Transportation
M-Municipality

NP-National Park
PP-Provincial Park
PO-Private

Nearest Community	**Name of Campground**	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Bonnyville	Eastbourne	8	F					●		●		●				●			PP
Bonnyville	Vezeau Beach	40	F					●		●		●				●			PP
Bonnyville	Fork Lake	51	F					●		●		●	●	●					PP
Bonnyville	Franchere Lake	260	F					●		●		●	●	●		●			PP
Bonnyville	Muriel Lake	20	F					●		●		●	●			●			PP
Caslan	North Buck Lake	82	F					●		●		●	●	●		●			PP
Cold Lake	English Bay	75	F					●		●		●	●	●		●			PP
Cold Lake	Ethel Lake	14	F					●		●		●	●			●			PP
Cold Lake	Moore Lake East	34	F					●		●		●	●			●			PP
Cold Lake	Moore Lake West	26	F					●		●		●	●			●			PP
Elk Point	Kehewin Lake	49	F					●		●		●				●			PP
Grand Centre	French Bay	10	F					●		●		●	●	●		●			PP
Iron River	Manatokan Lake	30	F					●		●		●	●			●			PP
Lac La Biche	Beaver Lake	138	F					●		●		●		●		●			PP
Lac La Biche	Owl River	20	C			●		●			●	●			●	●	●		PP
Mallaig	Mallaig	50	F					●		●		●	●	●		●			PP
Marwayne	Lea Park	5	F					●		●		●							PP

APPENDIX H

INVENTORY OF CAMPGROUNDS
(Continued)

Campground Operator:
AF-Alta. Forest Service
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M-Municipality

NP-National Park
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Nearest Community	Name of Campground	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Plamondon	Plamondon	86	F					●		●		●	●	●		●			PP
St.Paul	Vincent	13	F					●		●		●		●					PP
Venice	Missawawi Lake	25	F					●		●		●		●		●			PP
Vilna	Bonnie Lake	38	F					●		●		●	●	●		●			PP
Bonnyville	Wolf Lake	59	F					●		●		●			●	●			AF
Fort Chipewyan	Dore Lake	13	F					●				●							AF
Fort McKay	Pearson Lake	3	F					●											AF
Fort McKay	Six Lakes	3	F					●											AF
Fort McMurray	Clausen's	4	F					●											AF
Fort McMurray	Engstrom	4	F					●											AF
Fort McMurray	Grayling Creek	30	F					●		●									AF
Fort McMurray	Magua Lake	32	F					●		●		●	●		●				AF
Fort McMurray	Miseieutin	4	F					●											AF
Fort McMurray	Whitemud Falls	4	F					●							●				AF
Fort McMurray	Greentrees	2	F																AF
Fort McMurray	Cascade Rapids	11	F					●							●				AF
Fort McMurray	Christina River	2	F					●											AF

APPENDIX H

INVENTORY OF CAMPGROUNDS
(Continued)

Campground Operator:
AF-Alta. Forest Service
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PO-Private

Nearest Community	Name of Campground	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Glendon	Seibert Lake	36	F					●		●		●				●			AF
Lac La Biche	Caribou Creek	4	F					●											AF
Lac La Biche	Ironwood Lake	10	F					●				●				●			AF
Lac La Biche	Pinehurst Lake	33	F					●				●				●			AF
Lac La Biche	Touchwood Lake	81	F					●		●		●	●			●			AF
Lac La Biche	Shaw Lake	9	F					●		●		●				●			AF
Lac La Biche	Winefred Lake	6	F					●				●							AF
Wandering River	Crow Lake	12	F					●				●							AF
Wandering River	House River	10	F					●											AF
Wandering River	Mariana Lake	14	F					●				●							AF
Wandering River	Wandering River	14	F					●		●									AF
Wandering River	Waskahigan	7	F					●											AF
Anzac	Anzac	64	F					●			●	●							AT
Ashmont	Ashmont	15	F					●		●									AT
Bellis	Bellis	20	F					●		●									AT

APPENDIX H
INVENTORY OF CAMPGROUNDS
(Continued)

Campground Operator:
AF-Alta. Forest Service
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Nearest Community	Name of Campground	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Bonnyville	Ernestina Lake	32	F					●		●		●	●	●		●			AT
Elk Point	Elk Point Bridge	10	F					●		●			●						AT
Glendon	Minnie Lake	10	F					●		●		●	●			●			AT
Hazeldine	Hazeldine	10	F					●			●					●			AT
Innisfree	Birch Lake	10	F					●		●									AT
Kitscoty	Kitscoty	10	F					●		●									AT
Myrnam	Myrnam	10	F					●		●		●							AT
Myrnam	Sunset Lake	10	F					●		●						●			AT
Newbrook	Newbrook	7	F					●		●									AT
Ranfurly	Ranfurly	10	F					●		●									AT
Rivercourse	Rivercourse	10	F					●		●									AT
St. Paul	Lower Therien Lake	30	F					●		●						●			AT
Smoky Lake	Hanmore Lake	20	F					●		●		●							AT
Two Hills	Sandy Lake	10	F					●		●		●	●	●		●			AT
Two Hills	Two Hills	10	F					●		●									AT
Warspite	Warspite	15	F					●		●									AT

APPENDIX H
INVENTORY OF CAMPGROUNDS
(Continued)

Campground Operator:
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Nearest Community	Name of Campground	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Andrew	Andrew	8	F					●		●									M
Bonnyville	Muriel Lake	100	F					●		●		●	●	●	●	●			M
Bonnyville	Pelican Point	100	F				●			●		●	●	●	●	●			M
Cold Lake	Centennial Park	10	F					●								●			M
Fort McMurray	Centennial Park	41	C					●			●				●			●	M
Glendon	Glendon Park	10	F					●			●								M
Lamont	Queen's Park	10	F					●		●									M
Lloydminster	Weaver Park	100	C				●		●		●							●	M
Mannville	Spruce Park	10	F				●				●								M
Marwayne	Jubilee Regional	20	F					●		●		●			●				M
Marwayne	Marwayne Park	35	F				●		●		●							●	M
Redwater	Redwater	10	F					●		●									M
St. Paul	St. Paul Municipal	14	C					●			●							●	M
Two Hills	Two Hills Recreation Centre	30	F					●			●								M
Two Hills	Lac Sante	175	C				●				●	●	●	●	●	●		●	M
Vegreville	Vegreville Municipal	100	C				●	●	●		●								M
Willingdon	Willingdon	10	F					●											M

APPENDIX H
INVENTORY OF CAMPGROUNDS
(Continued)

Campground Operator:
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Nearest Community	Name of Campground	# CAMPSITES	FREE(F) CHARGE(C)	POWER/WATER/SEWAGE	POWER/WATER	POWER	FLUSH TOILET	PIT TOILET	SHOWERS	PUMP WATER	TAP WATER	FISHING	BEACH	SWIMMING	HIKING TRAILS	BOAT LAUNCH	BOAT RENTAL	SEWAGE	OPERATOR
Bonnyville	Happy Hollow	7	C			●		●		●		●	●	●		●			PO
Bonnyville	Spring Beach	70	C			●	●	●	●		●	●	●	●		●	●	●	PO
Cold Lake	Louis Riel	150	C				●	●		●		●	●	●		●			PO
Fort McMurray	Gregoire Lake	60	C					●			●	●	●	●		●			PO
Hylo	Hylo Resort	90	C					●		●		●	●	●		●			PO
Lac La Biche	Beaver Lake Indian Reserve	45	C					●		●		●	●	●					PO
Lac La Biche	Heart Lake Indian Reserve	30	C					●		●		●	●	●		●			PO
Lac La Biche	Owl Hoot	20	C					●			●	●	●	●	●	●	●		PO
Lac La Biche	Young's Beach	125	C					●		●		●	●	●		●			PO
Vilna	Whitefish Lake Indian Reserve	20	C					●		●		●	●	●		●			PO

Source: 1985 Alberta Accommodation Guide, 1985 Lakeland Tourist Guide, 1985 Alberta Forest Service Recreation Area Inventory and Field Research. The Alberta Accommodation Guide only includes campgrounds which are accessible by all weather roads and meet minimum requirements for maintenance and facilities.

APPENDIX I

SEWAGE DISPOSAL STATIONS BY NEAREST COMMUNITY

APPENDIX I

Sewage Disposal Stations by Nearest Community

Nearest Community	Location(s)
Ashmont	1. Ashmont Trailer Court
Bonnyville	1. Moose Lake Provincial Park 2. Lakeshore Drive Park
Cold Lake	1. 1st Avenue and Tamarack Street
Elk Point	1. Industrial Subdivision 2. Whitney Lakes Provincial Park
Fort McMurray	1. Gregoire Lake Provincial Park 2. Centennial Park 3. Heritage Park
Glendon	1. 1/2 block north of Main Street on S.R.822
Grand Centre	1. 52nd Avenue and 59th Street 2. Mohawk Service Centre
Lac La Biche	1. Recreation Hall
Lloydminster	1. Weaver Park 2. Husky Car/Truck Stop 3. Peron Gulf Service 4. Ken's Texaco
Lamont	1. Elk Island National Park - Sandy Beach 2. Town Park
Marwayne	1. Marwayne Chamber of Commerce Campground
Newbrook	1. Long Lake Provincial Park
St. Paul	1. Adjacent to arena 2. Co-Op Mall parking lot 3. Municipal Campground
Smoky Lake	1. Mohawk Service Station
Spedden	1. Garner Lake Provincial Park
Two Hills	1. Lac Sante campground
Vegreville	1. 5314 - 50th Avenue
Vermilion	1. Gulf Service Station 2. Vermilion Provincial Park
Ft. Smith, NWT	1. Wood Buffalo National Park - Pine Lake

Source: 1985 Alberta Accommodation Guide and 1985 Lakeland Country Tourist Guide

APPENDIX J

AIR CHARTER SERVICES IN ZONE 6

APPENDIX J

AIR CHARTER SERVICES IN ZONE 6

LOCATION	NAME	AIR SERVICE
Bonnyville	Continental Airways	Fixed wing - single and multi engine
Bonnyville	Star Helicopters	Helicopter
Ft. Chipewyan	Noralta Flights Ltd.	Fixed wing - single engine - wheels - floats - skis
Fort McMurray	Alert Airways	Fixed wing - single and twin engine - wheels - floats - skis
Fort McMurray	Associated Helicopters Ltd.	Fixed Wing - single and multi engine - helicopters
Fort McMurray	Contact Airways Ltd.	Fixed Wing - single and twin engine - wheels - floats - skis
Fort McMurray	Highland Helicopter Ltd.	Helicopters
Fort McMurray	Midwest Helicopters Ltd.	Helicopters
Grand Centre	Norlite Aviation	Fixed Wing
Lac La Biche	Alberta Central Airways Ltd.	Fixed Wing - single and twin engines

APPENDIX J

AIR CHARTER SERVICES IN ZONE 6
(Continued)

Location	Name	Air Service
Lac La Biche	Terr-Air Rotary Ltd.	Fixed Wing - single and multi engine - helicopters
Lloydminster	Interprovincial Airways	Fixed Wing
Vermilion	Chieftan Flying Services	Fixed Wing
St. Paul	St. Paul Air Services	Fixed Wing

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POOR

QUALITY

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